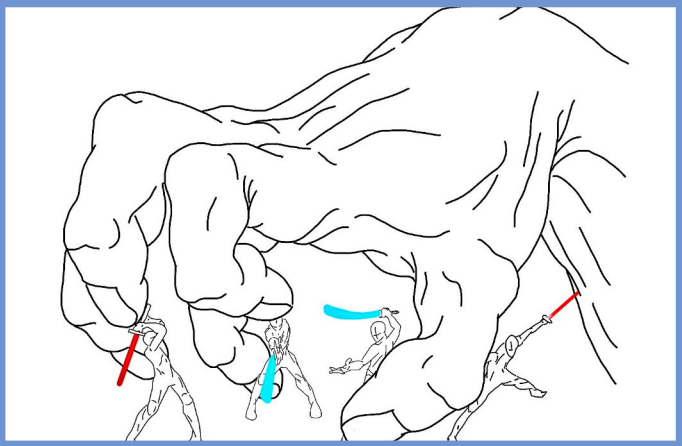


DIY CREATIVE ACTIVISM

A HANDBOOK

TEACHER



Alexei Titov, elementa
teacher

Your cousin gives
number of his son's
Alexei is immediatel
to help out your c
Though a math teache
you have an "army c
fifth graders" at your
but prefers their inv
to teach them "some
math" to please their p

RETAIL STORE



Magdy Salah's retail store

You meet the shopowner, who looks frustrated as he counts his invoices. Despite sighing as you speak, you catch Magdy's attention when you mention how spacious his store is. "You can do anything in my store," he says, grinning. "As long as you can make it less spacious." Increase the store's footfall through your campaign.

STUDENT CLUB



Student Action LMSARA

You find the student club online. With a dozen member, they are eager to help you with your cause. Your campaign, though, should coincide with the club's purpose, which encourages university students to be engaged in local politics and municipal governance.

TAXI



Ó Súilleabháin, tax

hears you speaking
your campaign on the
and offers his help. You
very grateful and you
in to him the opportunity.
nfirms his interest to help
ng as I don't have to drive
ore than four different
ons." He adds, "and not
g rush hours."

NIGHTCLUB



Alejandro Araujo's nightclub

You sneak into the club in the afternoon and find the owner by the bar. Though carefully listening to your explanation, confusion looms on his face. "People come here to forget these issues," he says, which brings you to suggest subtle, creative opportunities. He leaves you with the number of the night's DJ & performers.

BOUM RANG

Rayyan Dabbous

DIY CREATIVE ACTIVISM
A HANDBOOK



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... A big thanks to this talented group. Without you, this would be a bland project. You're awesome.

ACKNOWLEDGEMENT

No names I admit
But, if you permit

In the following description
Feel free to see your reflection.

If this book is about community
My own is a fruitful tree

Whose leaves turn green or yellow
If we water the roots, not a single fellow.

This book blooms with colors
Because its author got luckier than others

Allow me to give back, though poorly,
A seed from the muse you've been for me.

The cues or hues of that unique smile
It could be your wit, your vibe, or your style

That song buried in you,
That I luckily listened to.

"Power is actualized only where word and deed have not parted company, where words are not empty and deeds not brutal, where words are not used to veil intentions but to disclose realities, and deeds are not used to violate and destroy but to establish relations and create new realities."

Hannah Arendt

Introduction

It is time to re-enchant politics. Turn our schools into Hogwarts. The full-time job-holder into a part-time secret agent. Our Netflixing & Chilling into moments of repos before winter comes.

Yes - we must introduce to our political arena its own Game of Thrones, with its suspense and its catharsis, as though we choose, whenever we find ourselves in the public realm, to march, not walk, with the beat of drums.

It is no coincidence that the explosion of high-stakes television and big-budget blockbusters bursts at a time when our own lives have never been so devoid of political meaning. Ask Hannah Arendt. She had to flee the Nazi regime. She will say that a totalitarian monster's greatest weapon is not fear but passive acquiescence. An acquiescence adopted by the 'masses' - an accepted term that shatters our unique traits and regroups us for no special reason.

Who is the totalitarian monster? These are countless and perhaps nameless. Circumstantial. Just like movies. There is no antagonist - it is the world itself that rots; it is the roots of the tree whose leaves have turned yellow that need to be watered and re-ordered. The menace is as much the dictator next door as the dooms-day scenarios we might face from climate change.

You will find a paradox in the book's title. DIY. Has any hero ever done-it-by-themselves? Never. But let's not forget that most stories begin with a singular perspective, with one pair of eyes that first see injustice. Organizing comes next.

This book hopes to push you into seeing your own potential first and then your community's. The danger of an atomized society is without a doubt this illusion that we are forsaken and alone in this world. But the self-doubt we have in our own capabilities is also a byproduct of this atomization.

Nothing surprising - wherever we are, no matter how old we get, we are often told what to do. Television analysts, online advertisements, Instagram influencers - our modern 'tutors' are everywhere, and it is these voices of so-called authority that plead us to watch television shows about revolutions instead of starting our own.

But politics has always been DIY. It has always been about the self and what its unique features can offer to the polis. So take out your wands, brew your favorite potions and cast your most individual and powerful spell. The stakes are high - you just need to feel the weight. Indeed, it's time to re-enchant politics.

Rayyan Dabbous

Who's in this book and how to recruit them?
aka "Table of Contents"

A
Actor
Amusement Park
Athlete
B
Baker
Bank
Barber
Beverage Co.
C
Cinema Hall
Comedian
Cosmetics Brand
Curator
D
Dancer
Dentist
Disc Jockey
Doctor
F
Fashion Brand
Florist
Football Club
Furniture Store
G
Gardener
Graphic Designer
Gym
H
Haute-Couture
Hotel
I
Ice Cream Store
Illusionist
J
Journalist
L
Laundry Store
Library
M
Mailing Service
N
Nightclub
P
Parking Lot
Pharmacist
Photographer
Police Officer
P
Professor
Programmer
Public Transport
R
Radio Station
Researcher
Restaurant
S
School Teacher
Social Network
T
Taxi Driver
Television Show
Theatre Troupe
Tobacco Co.
Translator
V
Veterinarian
Z
Zookeeper

ACTOR

STEP 1
GET INSPIRED

What creative initiative gathers an actor's love for new personas with social activism and awareness?

In 2014, during Lebanon's annual marathon, March NGO, in collaboration with M&C Saatchi and actor Lucien Bourjeili, set up an acted scene to raise awareness of domestic violence in the country. The scene involved a man beating his wife in the middle of the marathon. The violence escalated gradually until one person from the public interfered to stop them, shouting at the man. The recorded act went viral on social media.

Actor looking for brief gigs to make an appearence.

New Audience
Collaboration
Flexibility
Respect
Following

Activist looking for actor to participate in social message campaign.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

A

"GENDER AS PERFORMANCE"

"The Oscar for the Best
Di(re)ctator Goes To..."

"TRANS BODIES ARE NOT
A HALLOWEEN COSTUME"

"Migrants have two identities.
But they are not double agents.
#LiftTheMuslimBan."

STEP 4
EXECUTE



AMUSEMENT PARK

STEP 1
GET INSPIRED

What creative initiative gathers activities inside an attraction park with social issues beyond?

In 2015, Banksy and 58 other artists designed Dismaland: a dystopian parody of Disneyland with a decomposing castle, crashed police vans and overturned Cinderella chariots. One feature even allowed people to hop into mini boats overflowing with miniature refugees.

STEP 2
ANALYZE

Amusement Park looking to attract older crowds.

Collaboration
In The News
Infotainment
Real-Life
Respect

Activist looking for new creative venues to raise 'old' social issue.

STEP 3: FRAME IT FOR YOUR ISSUE

A

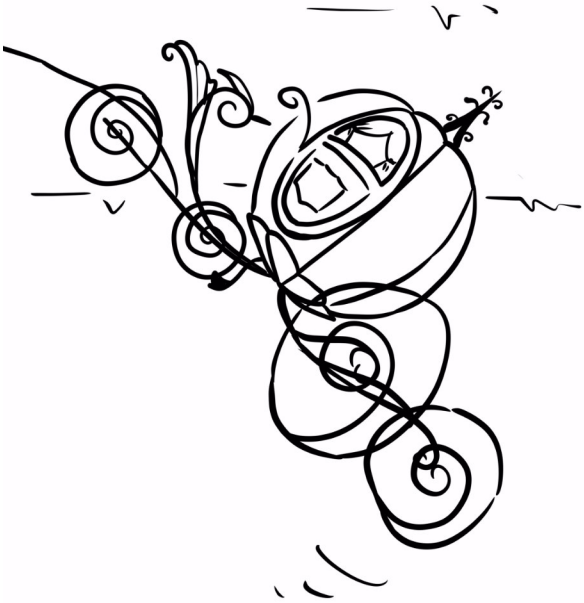
"BIPOLAR: A ROLLERCOASTER."

"Height restrictions for some rides?
If only this was so for child labour, too."

"LESS FERRIS WHEELS
MORE WATER WHEELS."

"The delight on the kid's face
Upon coming out of the dark ride.
#NationalComingOutDay."

STEP 4
EXECUTE



ATHLETE

STEP 1
GET INSPIRED

What creative initiative gathers an athlete's sporting competition with social activism and awareness?

In 1968, African-American athletes Tommie Smith and John Carlos made a small gesture to promote human rights during the Olympics medal ceremony. The athletes, upon hearing the national anthem, raised a black-gloved fist and remained still until the end of the anthem. This gesture became iconic both as a sign of black power resistance and as a human rights gesture - especially as the whole world was watching.

Athlete looking to boost popularity during tournament.

Creativity
News-Worthy
Current Events
Inspiration
Loyalty

Activist looking to get a poorly-covered issue back in major news.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

A

"CHILDREN'S RIGHT TO PLAY."

"The Race Caused You Cramps
My Race Caused Me Discrimination."

"KICK IT OUT. TACKLING
RACISM IN FOOTBALL."

"Speak out.
Let us carry the weight with you.
#MeToo."

STEP 4
EXECUTE



BAKER

STEP 1
GET INSPIRED

What creative initiative gathers a baker's love for pastries with social issues?

From 1998 till 2004, Otpor! was a Serbian political organization fighting the dictatorship of Milosevic. One of their campaigns involved bakers, who, during Christmas time, usually bake a traditional loaf of bread, adding a small coin inside. When Serbians held the bread to break it out into parts and see who was the lucky person to get the coin - what they found, thanks to the bakers, was not a coin but a tiny statue of their omnipresent dictator.

Baker looking to decrease waste & get new customers.

Virality
New Market
Sustainibility
Respect
Branding

Activist looking for creative product as a symbol to social issue.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

B

"ALL-PURPOSE FLOWER 4 PEACE"

"Don't butter up politicians because they will stick longer."

"HOMEGROWN TERRORISM, HOMEMADE RECIPE..."

"Bias cops will soon be arresting black men for possession of baking powder."

STEP 4 EXECUTE



BANK

STEP 1
GET INSPIRED

What creative initiative gathers a bank's dealing with financial matters with social activism and awareness?

In 2011, US-based Herget Bank launched a campaign in the context of World Elder Abuse Awareness Day. Choosing to combining elders' rights with their preoccupation with finances, Herget Bank's campaign displayed tips on how to identify and prevent the financial exploitation of senior citizens.

New bank looking to boost popularity among older folks.

Clientele
New market
News-making
Promotion
Respect

Activist exposing recent exploitation of an elderly person.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

B

"BALANCE OF JUSTICE."

"ATM out of order. Use adjacent machine or bring law & order back to this town."

"WITHDRAWAL LIMIT, DRUG WITHDRAWAL."

"Transaction – complete.
Trans(national)action – pending.
#TransAwarenessWeek."

STEP 4 EXECUTE



BARBER

STEP 1
GET INSPIRED

What creative initiative gathers a barber's loyalty and care for their customers with social issues?

In 2015, an English barber launched The Lions Barber Collective, a growing group of barbers engaged in the prevention of suicide among men. Based on the insight that men see their barbers more regularly than their doctors, who are often rotated, the collective builds on the intimacy created in barbering to foster personal and often life-saving conversations with men.

Barber wondering whether small-talk is boring customer.

Sociability
Mission
Bonding
Impact
Clientele

Activist raising awareness of mental health issues.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

B

"CURLING THE IRON CURTAIN."

"You can straighten their hair, not their sexualities... #ConversionTherapyBan.

"TRIM OUT POVERTY,
WASH OFF CORRUPTION."

"Ready to give cancer the chop? Shaving your head for cancer is a powerful way to fundraise."

STEP 4
EXECUTE



BEVERAGE CO.

STEP 1
GET INSPIRED

What creative initiative gathers a beverage company's branding efforts with social change?

In 2017, Smirnoff launched a limited edition "Love Wins" vodka bottle, sporting the rainbow flag, to promote LGBTQ+ rights. For every bottle sold, one dollar is donated to the Human Rights Campaign. Within a year, around $450,000 was estimated to have been donated to HRC.

Beverage company looking to acquire new market.

Legitimacy
Creativity
Branding
Platform
Respect

Activist looking for donations and exposure.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

B

"AN ISSUE HARD TO SWALLOW"

**"We ran out of white (innocence).
Plenty of red in the world, though!"**

**"Some water? Still,
sparkling, or polluted?"**

**"See the ice melting in your drink?
Imagine what it's like up there at
Santa's. #MerryGlobalWarning."**

STEP 4
EXECUTE



CINEMA HALL

STEP 1
GET INSPIRED

What creative initiative gathers activities within a cinema hall with social issues beyond?

In 2014, MCL Cinema in Hong Kong surprised its movie-goers while they were watching a Volkswagen commercial before the film. While they were watching a driver filmed in a first-person perspective, MCL sent a location-based broadcaster that reached the messaging box of the viewers at the same instance. Once most of them had taken a glance at their phones, a screeching sound blared loud from the film - the driver had swirled and crashed. Turn it off, here and there.

Cinema hall looking to lure younger 'Netflix' generation.

Clientele
Technology
Virality
News-making
Coolness

Tech-savvy activist looking for a venue for his new PSA.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

C

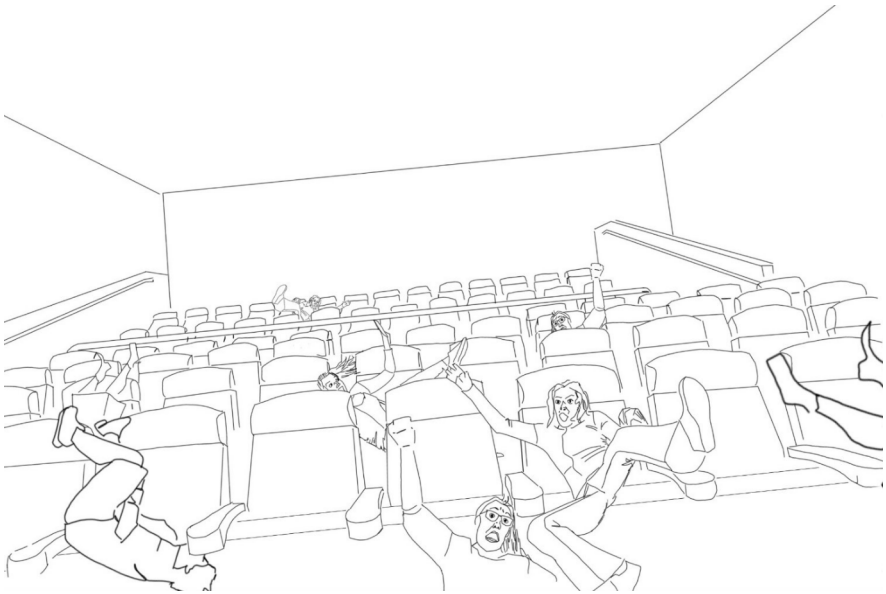
"GUNSHOTS OR POPCORN?"

"Climate change isn't real? How about watching the movie Geostorm in 4DX?

"WWZ 2 COMING SOON.
UNLESS WWIII IS SOONER."

"Water-boarding isn't torture?
Mr. Trump clearly has never watched
SAW at the theatre. From the 1 row."

STEP 4
EXECUTE



COMEDIAN

STEP 1
GET INSPIRED

What creative initiative gathers a comedian's ability to act and joke with serious environmental issues?

In 2007, during Canada's biggest oil conference, two members of the activist group The Yes Men pretended to be ExxonMobil's and NPC's representatives. On the podium, and with the straightest face, they joked that the flipside of natural disasters caused by US energy policies is the nevertheless feasible ability of turning the billions of people at risk into oil. The oil company executives, completely stunned, could not even process the fact that they were being spoofed.

STEP 2
ANALYZE

Comedian looking for special gigs to promote authenticity.

Current Events
Outside World
Connections
Mission
Branding

Activist looking for charismatic symbol to carry social message.

STEP 3: FRAME IT FOR YOUR ISSUE

C

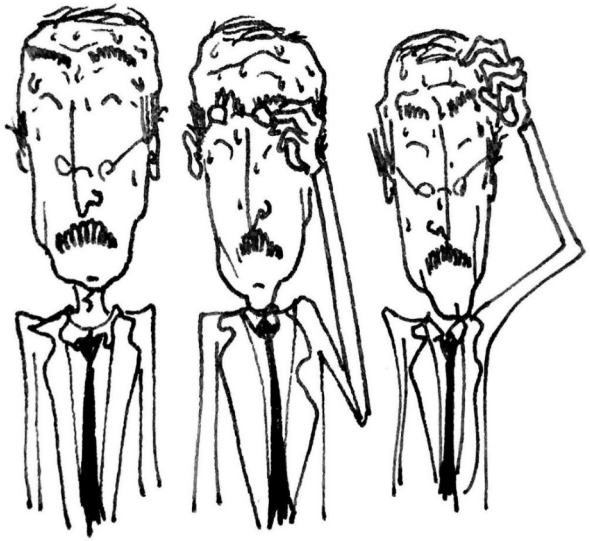
"A JOKE OF A PRESIDENT."

"Hey John Singleton, domestic violence is NOT a punchline."

"ENTERPAIN: LAUGH THE PAIN AWAY."

"I guess no more sketch shows at the NFL after Kaepernick. It would strictly have to be stand-up."

STEP 4 EXECUTE



COSMETICS

STEP 1
GET INSPIRED

What creative initiative gathers a cosmetics' brand's emphasis on beauty with social issues?

In 2016, Tarte Cosmetics launched a campaign to fight cyberbullying. The beauty brand realized that this phenomenon proliferates on Instagram the more selfies are uploaded, which sometimes generate negative comments. Thus, they asked Instragramers to upload selfies with hands stained with lipstick; covering their mouths. The campaign was named #KissAndMakeup.

Cosmetics brand looking to engage its online followers.

Creativity
Newness
Refreshing
Engaging
Virality

Activist looking for an online platform for social message campaign.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

C

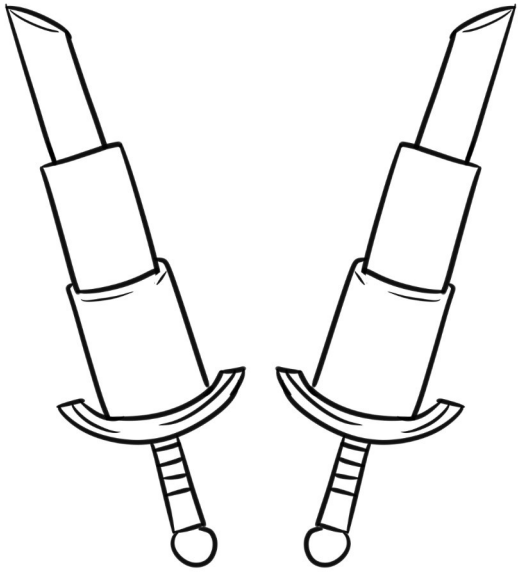
"BUY OUR FOUNDATION TO HELP ONE."

"Pro-life folks: please, less sin-cleansing, more face cleansers."

"DON'T BRUSH OFF HARASSMENT, HIGHLIGHT IT."

"Black women bleaching their skin is no different than white women tanning. Beauty is skin deep."

STEP 4 EXECUTE



CURATOR

STEP 1
GET INSPIRED

What creative initiative gathers a curator's care for their exhibitions with social issues?

In 1894, French Jewish military officer Alfred Dreyfus was wrongly accused of treason - a political scandal that divided France. To subtly condemn the injustice, a decorative artist ran an exhibition with a design table quoting a Latin version of a verse from Isaiah - "just as the garden brings forth its seed, so God will bring forth justice" - and a vase marked with a pattern of elm trees, an ancient symbol of affliction.

Curator looking for subtle final additions to exhibition.

Collaboration
In The News
Wit
Interactivity
Influence

Activist looking to subtly critique a specific social injustice.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

C

"OUR PLANET IS LIMITED EDITION TOO."

"An auction of refugees at the United Nations... going for the lowest price..."

"SURREALISM EXHIBITION FOR THE SURREAL STATE OF OUR WORLD."

"Make memories in this gallery... Delete memories on your phone gallery #UnplugAndLookAround."

STEP 4 EXECUTE



DANCER

STEP 1
GET INSPIRED

What creative initiative gathers a dancer's love for body moves with social issues?

In 2011, a Spanish activist group, Flo6x8, staged a flashmob dance inside the main hall of a Seville bank. The genius of their performance lies in their use of flamenco, a tradition initially born within socially-marginalized and disadvantaged groups in South of Spain. Their protest against the Spanish financial system finds perfect home within the confines of one of Spain's leading banks and has caught both national and worldwide attention.

STEP 2
ANALYZE

Dancing troupe looking for new opportunities and exposure.

Collaboration
Training
New Ideas
Engagement
News-worthy

Activist looking for a dancing troupe for their flashmob idea.

STEP 3: FRAME IT FOR YOUR ISSUE

D

"A POLITICAL CHOREOGRAPHY."

"Pick on someone else. He did say it right. It IS cha-cha. #DyslexiaVSBullying."

"PLEASE, DON'T EVER DRINK AND JIVE."

"Donate to an organization of your choice after the dance show. After all, it takes two to tango."

STEP 4 EXECUTE



DENTIST

STEP 1
GET INSPIRED

What creative initiative gathers a dentist's busy schedule inside his clinic with social issues beyond?

In 2016, dentists at the Buffalo School of Dental Medicine joined the fight to end the spread of the word "retard" - a derogatory used toward disabled individuals. With the knowledge that most patients usually idly wait in the waiting room before their appointments, the department set up pledges-collection across their 12 locations.

Dentist getting complaints over long waiting periods.

New Ideas
Real World
Refreshing
Engaging
Distracting

Activist looking for a platform to disseminate new social message.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

D

"CROWNS FOR TEETH, NOT STATES."

"Drank & drove, huh? Someone must have removed their wisdom teeth too early."

"CORRUPTION... A CAVITY IN SOCIETY."

"A killing wait? In 2010, a death row inmate waited 178 months. Text your representative while YOU wait."

STEP 4 EXECUTE



DISC JOCKEY

STEP 1
GET INSPIRED

What creative initiative gathers a DJ's passion for music inside clubs with social issues beyond?

In 2018, DJs in Uganda joined calls for the release of arrested Ugandan activist and former singer Bobbi Wine. During their gig, and across the country, DJs played some of Wine's songs as a way to remind night club guests of his condition and encourage them to dance and sing in tribute to him. Thanks to Wine's array of songs, this happened every 15 minutes!

DJ looking for engaging songs for their playlist.

Collaboration
In The News
Mission
Engagement
Virality

Activist looking for a venue to raise solidarity with a social cause.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

D

"WE CAN'T REWIND HISTORY."

"Stand up against censorship. Or forever listen to radio edits. Especially rap."

"LESS DROPPING BOMBS, MORE BEAT DROPS."

"Remixes are always better than originals. More tracks. More beats. More voices. Same with democracy."

STEP 4 EXECUTE



DOCTOR

STEP 1
GET INSPIRED

What creative initiative gathers a doctor's deep care for patients with social activism and awareness?

In 2017, doctors across Australia rose awareness of mental illness issues by wearing multicolored and pattern-entangled socks to work. The symbolism behind #CrazySocks4Docs stems from the derogatory use of the adjective crazy to describe individuals with mental health issues. Whereas one doctor showing up with flamboyant socks catches the attention of their colleagues toward their mental health, this initiative calls for general solidarity with the issue at all times.

Doctors having a monotonous, stressful day at work.

Responsibility
Awareness
Sociability
Routine Break
Fun

Activist raising awareness of mental health issues.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

D

"ANESTHETIZED PEOPLE, RISE!"

"X-rays of two skeletons kissing show why love has no label..."

"CORRUPTION LIKE CANCER GROWS..."

"For men who can't treat women like human beings, I can prescribe D'S & C or in some cases Pryzn."

STEP 4 EXECUTE



FASHION

STEP 1
GET INSPIRED

What creative initiative gathers a fashion line's branding with social activism?

In 2014 and 2015, Diesel launched brand campaigns respectively starring Jillian Mercado, who is on a wheelchair, and Winnie Harlow, whose skin is marked by vitiligo. This starring choice placed Diesel as a champion for representation while also capturing the world's attention with beautiful ads.

Fashion line's advertising department looking for ideas.

Collaboration
Solidarity
Respect
Engagement
Virality

Activist looking for multimedia platforms to feature social message.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

F

"FASHION FAUX PAS OR STATEMENT?"

"Your silence makes you an accessory to the crime. Speak up."

"WEAR OUR RAINBOW COLORS WITH PRIDE."

"Our mannequins have no limbs. On purpose. 40 victims are maimed from landmines. Every day."

STEP 4 EXECUTE



FLORIST

STEP 1
GET INSPIRED

What creative initiative gathers a florist's work with flowers with social activism and awareness?

In 2014, blogger Nay Phone Latt started a campaign to fight increasing hate speech on social media between Myanmar's religious groups. She encouraged people to post selfies covering their mouths with a Padauk flower, Myanmar's adored national flower. The net was flooded with these pictures, burying hate speech messages among endless flowers.

Florist looking for new markets, ready for giveaways.

Collaboration
Creativity
Audience
Engagement
Promotion

Activist looking for peace symbols to represent social cause.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

F

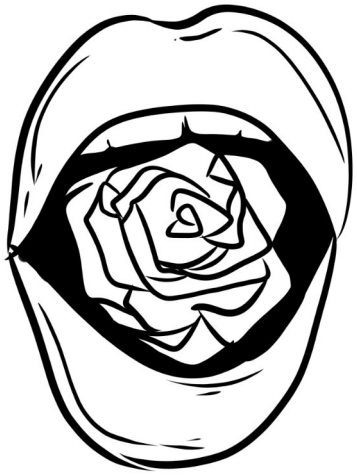
"THE TRUTH IS LIKE OUR SUN(FLOWER)."

"Roses are red, violets are blue, and... black is beautiful. Black Lives Matter."

"DAISY = INNOCENCE. NOT YOUR VIRGINITY. END THE STIGMA."

"Many flowers are bisexual, too. In fact, they're also called perfect flowers. Jealous much?"

STEP 4 EXECUTE



FOOTBALL CLUB

STEP 1
GET INSPIRED

What creative initiative gathers a football club's sporting activities with social good?

In 2015, Valencia FC partnered with Red Cross in an initiative in tribute to the earthquake victims in Nepal. During a routine league game, the Spanish club's squad played the whole 90 minutes with jerseys that had their names written in Nepali. The shirts were then auctioned off and the proceeds raised were dedicated to the victims.

STEP 2
ANALYZE

Football team looking to promote engagement with fans.

- **Current Events**
- **Outside World**
- **Applause**
- **Virality**
- **Fanbase**

Activist looking to show global solidarity with a social cause.

STEP 3: FRAME IT FOR YOUR ISSUE

F

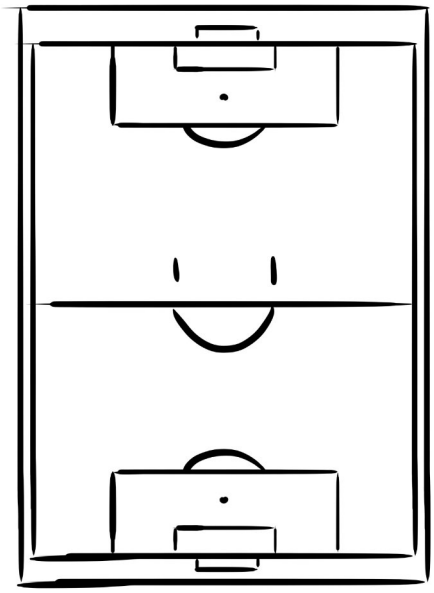
"SHOW RACISM THE RED CARD."

"We get extra time – why don't they? #DyslexiaAwarenessWeek."

"A DRAW IS BETTER THAN A LOSS. POLITICIANS, COMPROMISE."

"You have no control when you're drinking and driving. Pure luck if you make it. Like a game of penalties."

STEP 4 EXECUTE



FURNITURE STORE

STEP 1
GET INSPIRED

What creative initiative gathers a furniture store's products with social issues?

In 2014, Columbia student Emma Sulkowicz ran a campaign called "Carry The Weight" to fight administrative inaction toward rape culture on campus. The student mandated herself to carry a large mattress all over campus. The rules stipulate that she could not solicit help from people around her. Seeing how she suffers with the weight, onlookers had to, similar to the way neutral bystanders in sexual harassment situations, stand up and carry the weight with her - without a stimulus or plea.

Furniture store looking to find a new market in a creative way.

Content
Ideas
News-Worthy
Engagement
Branding

Activist looking for smart ideas on how to raise poorly-covered issue.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

F

"RESPONSIBILITY UNDER THE RUG?"

"We have kings and queens. Bed sizes. Not country leaders..."

"(KITCHEN) ISLANDS SINK. FIGHT CLIMATE CHANGE."

"It's comfy, sure. But not everyone is comfortable in this world – at least not economically. Wake up!"

STEP 4 EXECUTE



GARDENER

STEP 1
GET INSPIRED

What creative initiative gathers a gardener's care for cultivation with social activism?

In the 1970s, during New York's financial crisis, a group called Green Guerrillas began cultivating, rather than their own lots, neglected green areas planned to be swooped away by gentrification. To reach these areas, they would not limit themselves to cutting barbed wires; they would even toss out "seed bombs" over them — Christmas ornaments or condoms filled with tomato seeds, water and fertilizer. The city eventually gave in to their fight and organized the country's first community gardening.

Gardening company looking to share an impressive portfolio.

Opportunity
Creativity
News-Worthy
Engagement
New market

Activist looking for volunteers to participate in a social campaign.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

G

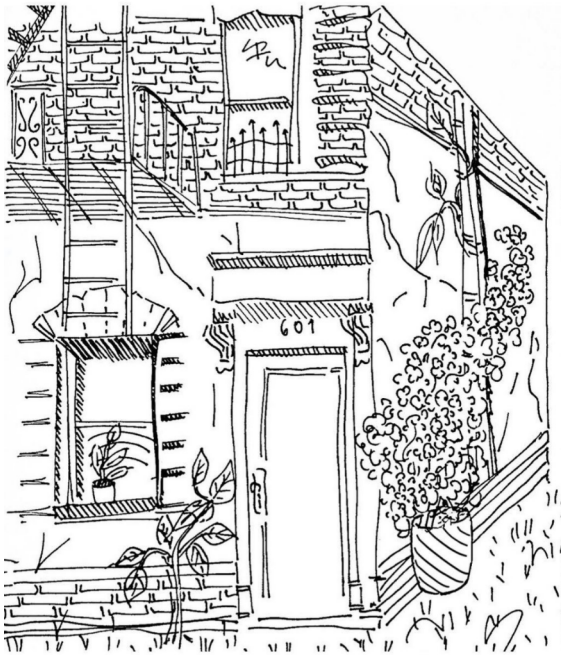
"CROSS CULTURES LIKE HYBRID PLANTS."

"We're counting your own days to maturity. Cyberbullying must stop."

"MIGRANTS ARE BENEFICIAL INSECTS – NOT PESTS."

"Tackle systemic racism from the roots as you would deal with a garden system with bad drainage."

STEP 4 EXECUTE



GRAPHIC DESIGNER

STEP 1
GET INSPIRED

What creative initiative gathers a graphic designer's love for editing pictures with social activism and awareness?

In 2018, in the context of Men's Health Week, HeadsUpGuys launched a campaign soliciting works from photographers and graphic designers. Works submitted voluntarily included men transplanted in the middle of deserts with nothing but hanging staircases or in the middle of vast lands of fields with nothing but a loupe zooming in on their tired expressions. Another included an impactful photo of men shooting blue and red lasers at gigantic hands closing in on them.

Graphic designer looking to get attention to their works.

Platform
Collaboration
Ideas
Mission
Audience

Activist looking for graphic designers to help with a social campaign.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

G

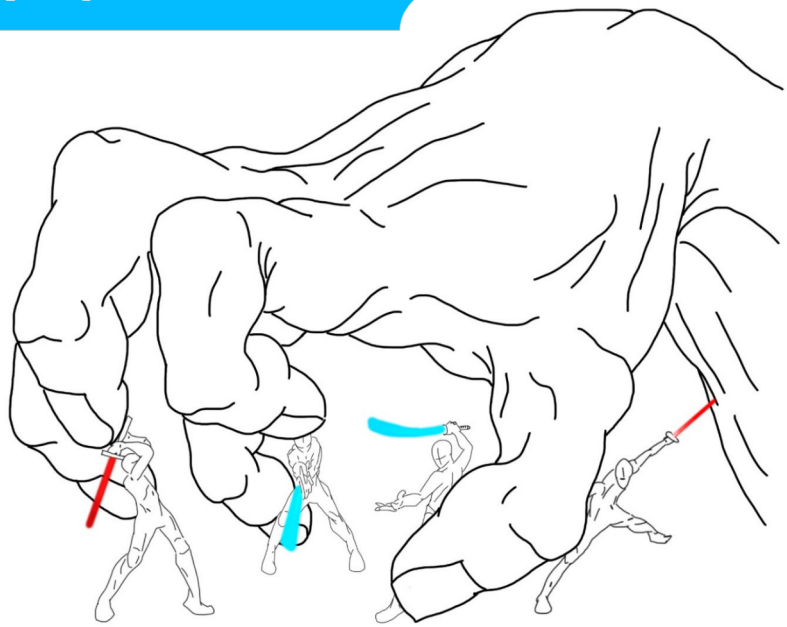
"FAIR USE, ONLY – NOT JUST IMAGES."

"Hierarchy should be a screen priority concern, not a social one..."

"EQUALITY: WHEN X = HEIGHT AND Y = WIDTH... THAT'S IT.

"Policy-makers should also work on thumbnail sketches before breaking ground on doomed projects!"

STEP 4 EXECUTE



GYM

STEP 1
GET INSPIRED

What creative initiative gathers a gym's concern with fitness with social and environmental activism?

In 2018, the world's media went on a frenzy about a new Swedish term and habit: "plogging." A portmanteau of picking up and jogging, the term represents the new habit of some Swedish joggers to run their daily jog and pick up whatever litter they might find on their way. What better excuse to also add a few squats to one's fitness routine?

Gym franchise looking to engage loyal members.

Outside World
Mission
Purpose
Leisure
Balance

Activist looking for crowded venue to raise social issue.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

G

"GO WARM UP FIRST – LIKE THE EARTH."

"Water-boarding should be a synonym to surfing, nothing else."

"DEADLOCKED GOVERNMENTS SHOULD WORK (IT) OUT."

"We'll help you drive with a six pack of muscles, not a six pack of beer. #LetsFightDrunkDrivingTogether."

STEP 4 EXECUTE



HAUTE-COUTURE

STEP 1
GET INSPIRED

What creative initiative gathers a haute-couture store's designs with social issues?

In 2017, Lebanese NGO Abaad used the symbol of the wedding dress to tackle rape and forced marriages that went unpunished because of a loophole in the country's legal system. By Beirut's busy coastline, they set up an installation of shredded and torn wedding dresses, hung by a rope. The powerful images went viral internationally.

STEP 2
ANALYZE

Haute-Couture brand looking to promote new 'daring' line.

Connected
Real Issues
Respect
Authority
Symbol

Activist looking to associate creative initiative with big brands.

STEP 3: FRAME IT FOR YOUR ISSUE

H

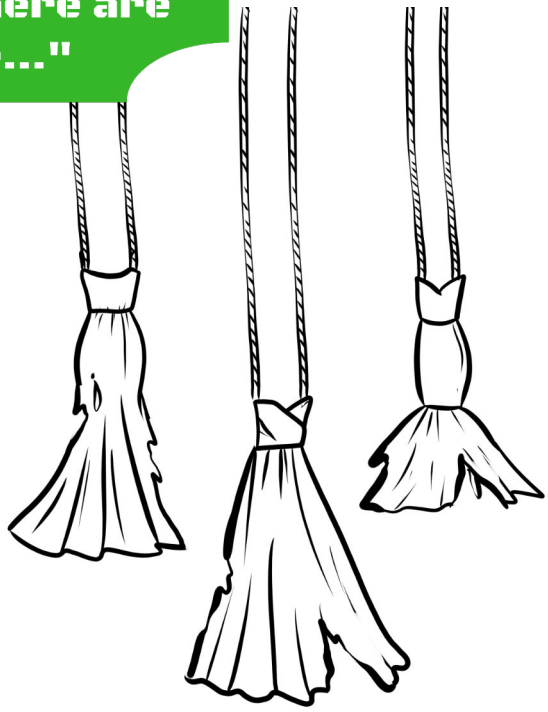
"WIFE-BEATER IS A TANK TOP, ONLY."

"Empire line: for fashion, not states. #DecolonizeEverywhere."

"PETER PAN COLLAR TO GIVE GIRLS A FAIRYTALE EDUCATION."

"Turtlenecks won't be trendy for long... might go extinct when there are no longer any turtles out there..."

STEP 4 EXECUTE



HOTEL

STEP 1
GET INSPIRED

What creative initiative gathers activities inside a hotel with social issues beyond?

In 1985, six hotels in Philadelphia teamed up to contribute to Live Aid, a benefit concert for famine survivors in Ethiopia. Since the organizers had no substantial funds, they relied on crowdsourcing resources. Six Philadelphia-based hotels near the US venue decided to partner with Live Aid by offering them free rooms specifically for concert-goers.

STEP 2
ANALYZE

Hotel looking to engage current guests with new activities.

Programming
Entertainment
Statement
Attraction
Purpose

Activist looking for a large platform to raise social issues in creative ways.

STEP 3: FRAME IT FOR YOUR ISSUE

H

"WHITE PRIVILEDGE = OUR LUXE SUITES."

"Everyone has a heavy baggage.
Ask our bellboy. #MentalHealthWeek."

"COOL ADJACENT ROOMS =
CURSED ADJACENT BORDERS?"

"Cancer is able to sneak in like a guest checking in after midnight. Our tip? Check (yourself) out, now."

STEP 4
EXECUTE



ICE CREAM SHOP

STEP 1
GET INSPIRED

What creative initiative gathers an ice cream shop's favorite desserts with social activism and awareness?

In 2017, Ben & Jerry's joined the fight to legalize same-sex marriage in Australia. With a referendum in the horizon about the issue, the ice cream franchise banned for more than ten days the serving of ice cream orders with two scoops of the same flavor. What a way to melt homophobia away!

Ice cream shop looking to promote brand online.

Creativity
Engagement
News-Worthy
Virality
Branding

Activist looking for a product as a special symbol to social cause.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

"F(L)AVORS... SCOOP OUT CORRUPTION."

"A human right is not a topping... it is the scoop itself - an unnegotiable essential."

"CUP OR CONE? 1ST WORLD PROBLEM, PAR EXCELLENCE!"

"Chocolate comes from trees. Less recycling = less trees = one scoop of fudge chocolate instead of two."

STEP 4 EXECUTE



ILLUSIONIST

STEP 1
GET INSPIRED

What creative initiative gathers an illusionist's dexterity and love for tricks with social good?

Since the 2000s, a magicians' collective, the Long Island Mystics, has been using their magic tricks beyond their paid gigs. Some of its members have used their tricks as therapy to stressed students while others visit seriously-ill children in hospitals to make them laugh or simply mystified.

Illusionist troupe looking to market upcoming show.

New Gig
Flexibility
Content
Real Life
Audience

Activist looking for performers to promote a social issue.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

"WE NEED TO RE-ENCHANT POLITICS."

"Magicians and politicians fool us. But the former have our consent."

"ICE DOESN'T MELT BY MAGIC. GLOBAL WARMING DOES IT."

"Kids' first words are abra-kadabra. Don't forget the power of words, especially when you finally speak up."



STEP 4
EXECUTE

JOURNALIST

STEP 1
GET INSPIRED

What creative initiative gathers a journalist's love for reporting with social activism and awareness?

In 2017, Boumerang Foundation launched #OneHumaneLanguage to raise awareness of the lack of television coverage of the Rohingya crisis. Journalists, students of journalism, and human rights workers from the US, Canada, the UK, Italy, Greece, Lebanon and Malaysia all individually carried out interviews with people on the streets. The questions, which prompted an array of ignorant answers, creatively included: "How do you pronounce Rohingya?" and "Are there persecutions in Burma, too?" - Myanmar and Burma being the same country.

Journalist looking to boost resume with new material.

Training
Direction
Ideas
Inspiration
Satisfaction

Activist looking for volunteers to participate in social campaign.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

J

"A STRAIGHT-FORWARD LEAD(ER)."

"For International Day of Education,
Op-Ed temporarily means Open Education."

"OBJECTIVE JOURNALISM,
JOURNALISM WITH OBJECTIVE."

"Securing copyrights for a piece is necessary; promoting human rights through a piece is desirable."

STEP 4
EXECUTE



LAUNDRY STORE

STEP 1
GET INSPIRED

What creative initiative gathers a laundry store's business with social and political activism?

From 1998 till 2004, Otpor! was a Serbian political organization fighting the dictatorship of Milosevic. One their campaigns simulated a laundry product commercial with a person throwing their stained white shirt into the laundry machine. They take it out and realize the stain, which wouldn't come off, was the face of Serbia's dictator... who has been in power for far too long.

Old laundry store looking to appeal to younger customers.

Creativity
Unexpected
News-Worthy
Virality
Branding

Activist looking for a busy venue to promote social issues.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

L

"FABRIC SOFTENER 4 TOXIC MASCULIN."

"The only place where whites and colors ought to be kept separate!"

"MORE CLOTHES BLEACHING, LESS WHITE-WASHING!"

"Issues like race can't be thrown into the washer and expected to be solved. Hand-wash only."

STEP 4 EXECUTE



LIBRARY

STEP 1
GET INSPIRED

What creative initiative gathers activities within a library with social issues beyond?

In 2010, based on an earlier movement in Britain, Waging Nonviolence called its readers to switch the location of George Bush's new autobiography to a library section that fits it more adequately. This campaign has produced viral pictures, such as seeing the American President's book in the True Crime Fiction, Religion Section - and even paired up with Tony Blaire's own autobiography in the Romance Section.

Library looking to promote old unsold titles.

Engagement
Creativity
News-Worthy
New Market
Promotion

Activist looking for venue to host social message initiative.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

L

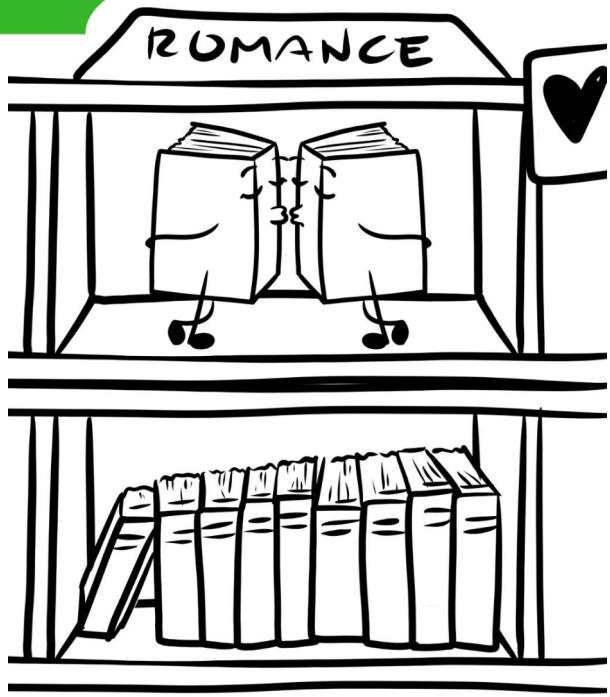
"LOANS: ZERO INTERESTS. ACTUALLY."

"Do you want to avoid any bias? Rank your opinions alphabetically, like us."

"DON'T JUDGE A PERSON BY THEIR COVER. THEY CAN SURPRISE YOU."

"The End of History announced the end of wars. Yeah right. Should be classified as fiction, that one."

STEP 4
EXECUTE



MAILING SERVICE

STEP 1
GET INSPIRED

What creative initiative gathers a mailman's habitual routes with social issues?

In 2018, group United Way of Monroe County launched a campaign in New York in the context of an event called Letter Carriers' Stamp Out Hunger Food Drive. During this day, letter carriers, mailmen and volunteers would go around neighborhoods as part of their normal routes and pick up on their way food bags that residents would have placed earlier by their mailboxes.

Mailman looking to make routine trips more meaningful.

Mission
Purpose
Collaboration
Sociability
Creativity

Activist looking for a volunteer to participate in a social campaign.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

M

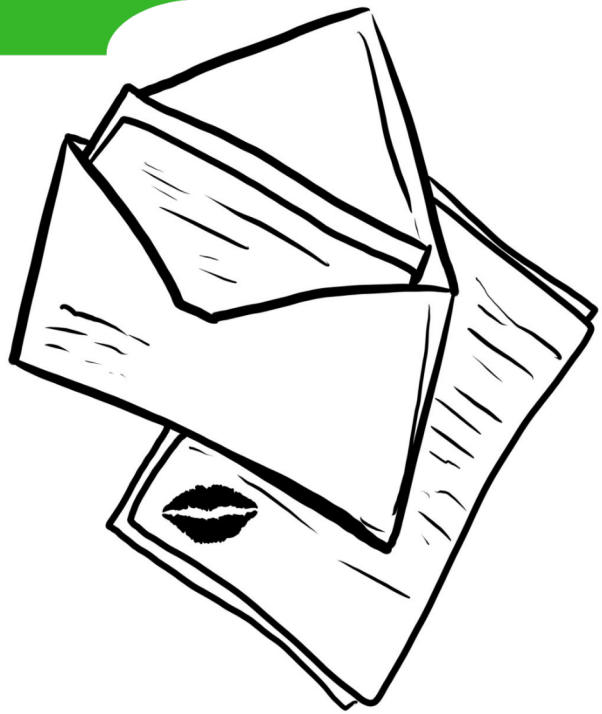
"SEGREGATE? Y'ALL IN ONE ZIP CODE."

"Regular vs. express. Politicians better not charge higher for the latter."

"GREED: PILLING MONEY LIKE A RARE STAMP COLLECTOR."

"Helping someone = checking in on your mailbox... Problems pile up if you don't do it regularly."

STEP 4 EXECUTE



NIGHTCLUB

STEP 1
GET INSPIRED

What creative initiative gathers the light-hearted mood of a nightclub with the seriousness of social issues?

In 2017, New York nightclub joined the fight to combat sexual harassment by adding a new piece of wall decor at the back of its dancefloor. The lettering, glowing under purple light and stylized in a funky, italic font, reads as follows: If you touch a woman against her will in this establishment, we will literally ruin your life. For well-intentioned guests, this flashy piece of decor invites wide smiles. For the few others, however, it will definitely strike as alarmingly serious.

Nightclub looking to change its atmosphere's reputation.

Outside World
Engagement
Solidarity
Purpose
Good Vibes

Activist looking for a venue to host an inclusive social initiative.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

N

"ID CHECK HERE ONLY. END FRISKING."

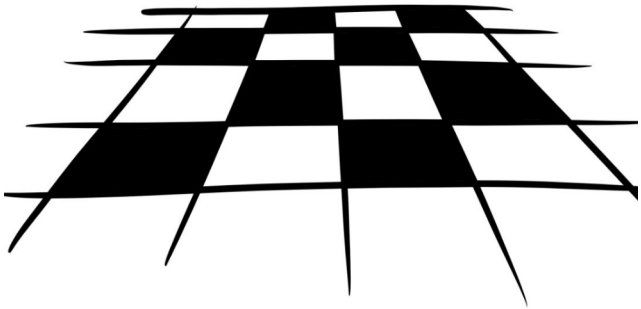
"Some drinks don't go together. You're people. Same brand. You have no choice."

"Y'ALL NOT DIFFERENT. SEEN YOU DRUNK. SAME FUCKUPS."

"No cover charge for girls. If you think that's unfair, ask them about it. They're used to this all the time."



STEP 4
EXECUTE



PARKING LOT

STEP 1
GET INSPIRED

What creative initiative gathers a parking lot with social issues?

In 2015, Russian NGO Dislife promoted disability rights by installing holograms in a parking lot. Thanks to a security camera that detects the presence of handicap stickers on vehicles, a hologram of a person on a wheelchair would appear every time a non-handicap car parked in their rightful spot. "Don't pretend I don't exist," the hologram would even shout out.

STEP 2
ANALYZE

Parking lot co. looking to promote its new location.

Activist looking for venue to host witty social message campaign.

Unexpected
Collaboration
Creativity
Virality
Promotion

STEP 3: FRAME IT FOR YOUR ISSUE

P

"EXPENSIVE RATES? GET A BIKE, THEN!"

"Valets = representatives. Trust them.
But make sure you get your car back."

"SOCIAL HOUSING = METERED PARKING. NOT FOREVER!"

"Harassment = parallel parking.
Be careful. Don't get too close.
Even a small bump is terrible."



STEP 4
EXECUTE

PHARMACY

STEP 1
GET INSPIRED

What creative initiative gathers a pharmacist's dexterity with medical equipment with social issues outside their pharmacy?

In 2018, an NHLBI-funded study placed pharmacists at African-American owned barbershops. Though stressed-out barber-goers may not feel the desire to share their problems with their barbers over their usual small-talk, many of them were OK with the idea of getting a free blood-pressure check while seated. Sixty-three percent of the men that realized they had a high blood pressure following the tests and continued treatment with the pharmacists achieved a balanced rate after six months.

Pharmacy looking to promote new brand of product.

Collaboration
Audience
Flexibility
Branding
Loyalty

Activist looking for a product as a special symbol for social cause.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

P

"KINDNESS CAPSULES, AVAILABLE!"

"Side-effects of misogyny include an irritated stomach and nausea..."

"TRUTH: A COUGH SYRUP... BITTER, BUT NECESSARY!"

"Hate speech needs anti-vomitting medication. To prevent the crap out of your mouth."

STEP 4 EXECUTE



PHOTOGRAPHER

STEP 1
GET INSPIRED

What creative initiative gathers a photographer's eye for good shots with social issues?

In 2017, Boumerang Foundation launched a solidarity moment for victims of the crackdown on liberties in Egypt. Their photographer took advantage of a new art installation in Washington Square Park, New York, where Ai Wei Wei's gigantic prison cell was mounted to echo censorship in China. Placing volunteers with Egyptian flags behind the cell, the picture struck as though it depicted imprisoned Egyptians. Buzzfeed later pick up the photo for their viral solidarity video on Egypt.

Photographer looking to enrich their portfolio.

Opportunity
Collaboration
Platform
Content
Experience

Activist looking for a cameraperson to cover their creative initiative.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

P

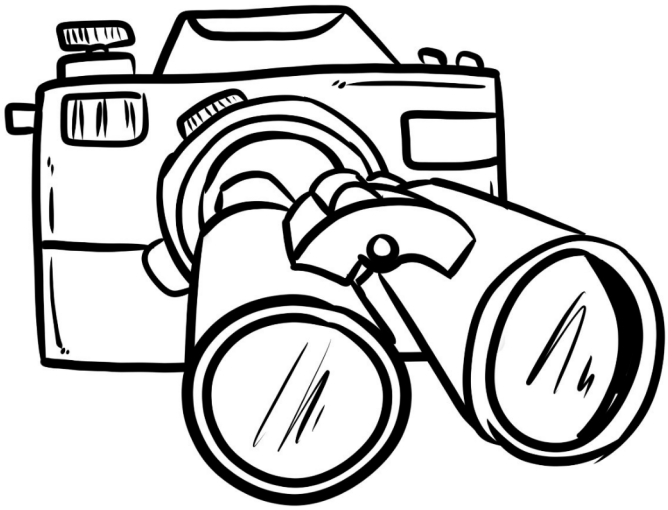
"PHOTOSHOP THE HATE OUT OF SOCIETY."

"A simple flood: here's a close-up of global warming and its implications."

"ZOOMING IN ON THE ROOTS OF RACE AND RACISM."

"Flash photography is forbidden is museums. Isn't flashing your historical mistakes enough?"

STEP 4 EXECUTE



POLICE

STEP 1
GET INSPIRED

What creative initiative gathers a policeman's knowledge of laws with social issues?

In 2010, Muscovites were fed up of government officials abusing flashing and wailing blue lights to reach their destinations faster. Led by a retired cop well-versed in traffic laws, citizens placed a blue toy bucket on top of their cars and drove in mass while hunking. Thanks to the policeman's knowledge, drivers who were stopped pulled up a copy of a court decision overturning a traffic fine for any driver with a blue bucket on top of the car - toy or not.

Police management looking to promote precinct's inclusivity.

Community
Appreciation
Engagement
New Ideas
Safety

Activist looking for volunteers to participate in social campaign.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

P

"CENSORED SCENES = CRIME SCENES."

"Your representatives, on the other hand, shouldn't bail out on you. Ever."

"REWRITING HISTORY... A SCARY, BUT MUCH NEEDED AUTOPSY."

"You can get an alibi. Unless the crime was murdering Earth. No trace of you will be found then, anyway."

STEP 4 EXECUTE



PROFESSOR

STEP 1
GET INSPIRED

What creative initiative gathers a professor's work in academic institutions with social issues?

In 2013, Clemson University held "Walk & Role in My Shoes", an event to raise awareness of disability rights and change university policies. The event invited able-bodied professors to live in the shoes of a disabled person for one day, plunging them inside the common hurdles of roaming across campus, which could be better tailored for students with disabilities.

Professor looking to engage students with new activity.

Collaboration
Connections
Real Life
Engagement
Pedagogy

Activist looking for a new venue to promote a poorly-covered cause.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

P

"DICTATOR LECTURE, DEMOS SEMINAR."

"Speaking up is a pass/fail kind of thing. You either do it, or you don't."

"PEOPLE WAKE UP... THE GAP YEARS BEFORE REVOLUTION."

"Beach-front clean-up this weekend. Try it out. It won't be too different than your college dorm room."



STEP 4
EXECUTE

PROGRAMMER

STEP 1
GET INSPIRED

What creative initiative gathers a programmer's love for coding with political and social engagement?

In 2015, Anonymous, a group of professional and amateur programmers and internet buffs, have launched a campaign against the Islamic State. The group's programming abilities have enabled them to counter IS online propaganda, from reporting suspicious social media posts to hacking and shutting down some of the terrorist organization's own websites.

Programmer looking to add impressive codes to portfolio.

Hobby
Inspiration
Impact
Respect
Collaboration

Activist looking to use impressive technologies in social campaign.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

P

"EXECUTE – ONLY IN PROGRAMMING."

"If only there was an easy way to debug corruption out of a political system."

"THE RIGHT CODE FOR RACISTS IS THE FOLLOWING: _I_."

"Our advice to politicians:
– Less "argument."
– More "function."

STEP 4
EXECUTE



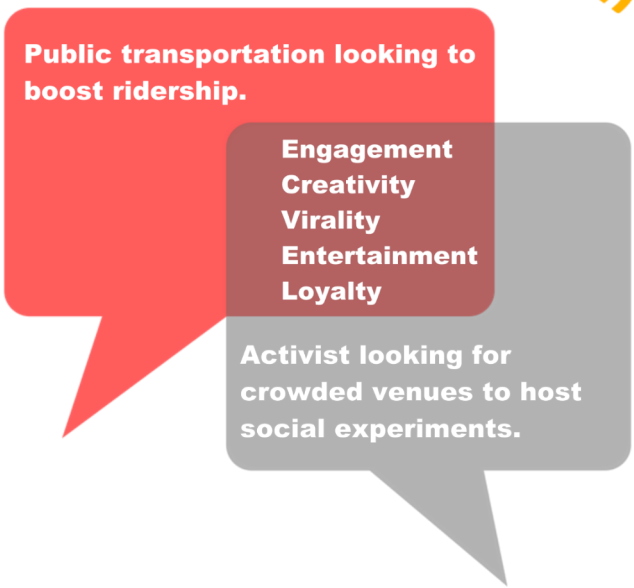
PUBLIC TRANSPORT

STEP 1
GET INSPIRED

What creative initiative gathers a public transportation's duty to serve passengers with social activism and awareness?

In 2017, Mexico City's subway system joined the fight to combat sexual harassment by redesigning one of their passenger seats. Though perfectly blending in with the rest of the train's seats, this special one is shaped in the form of a man's lower body, including the penis that lies discretely at its center. A man jumping off his seat upon sitting would also read: “It is annoying to travel this way, but not compared to the sexual violence women suffer in their daily commutes.”

STEP 2
ANALYZE



STEP 3: FRAME IT FOR YOUR ISSUE

P

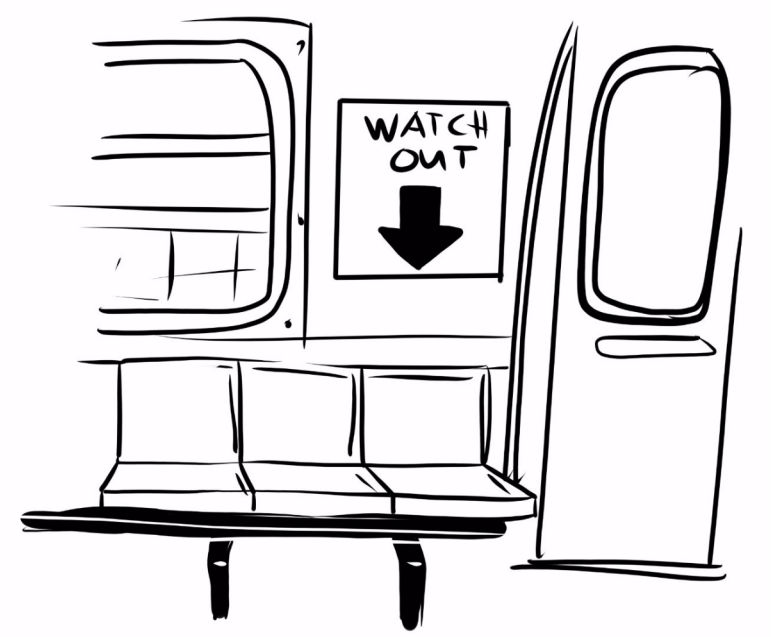
"VOLUNTARY AIR SHUTTLES. NO DEPORT."

"No time travelling with high-speed trains. Correct the past in the present."

"DEEP-ROOTED ISSUES. UNDERGROUND SOLUTIONS."

"We usually recommend monthly passes. With climate change, though, who knows if you'll use it?"

STEP 4 EXECUTE



RADIO

STEP 1
GET INSPIRED

What creative initiative gathers a radio station's clustered live schedule with social issues?

In 2018, IBAS radio tackled rampant violence crimes in St. Lucia. Reportedly due to youth unemployment and idleness, who probably often tune in to listen to the radio, IBAS dedicated several slots for special conversations and interactive calls with the public about violence in St. Lucia. Helpful but nevertheless entertaining programming resulted in more awareness and a more inclusive forum to discuss various social issues in St. Lucia.

STEP 2
ANALYZE

Radio station looking for cheap but interesting content.

- **Content**
- **Flexibility**
- **Impact**
- **Entertainment**
- **Loyalty**

Activist looking for venue to raise poorly-covered social issue.

STEP 3: FRAME IT FOR YOUR ISSUE

R

"FEED THE CHILDREN, NOW!"

"Frequency waves get higher and more dangerous because of climate change..."

"FM = FEMINISM, EXCLUSIVELY TODAY!"

"Companies misuse your data. Our commercials don't need to do that. Knowing your favorite hits is enough!"



STEP 4 EXECUTE

RESEARCHER

STEP 1
GET INSPIRED

What creative initiative gathers a researcher's curiosity for knowledge with activism?

In 2015, Geometry Global partnered with wilderness preservation organization WWF to tackle the misconception among Chinese people about the believed harmless process of ivory extraction. Thanks to researchers in linguistics, they found out that this misconception is rooted in the translation of ivory as "elephant tooth." They collaborated with these researchers to come up with a new translation that reveals the violence of extractions: "tooth of life". This, along with petitions, led to the banning of ivory trade.

Young researcher looking to boost publications' history.

Real Life
Impact
Authority
Pride
Training

Activist looking for volunteers to participate in a social campaign.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

R

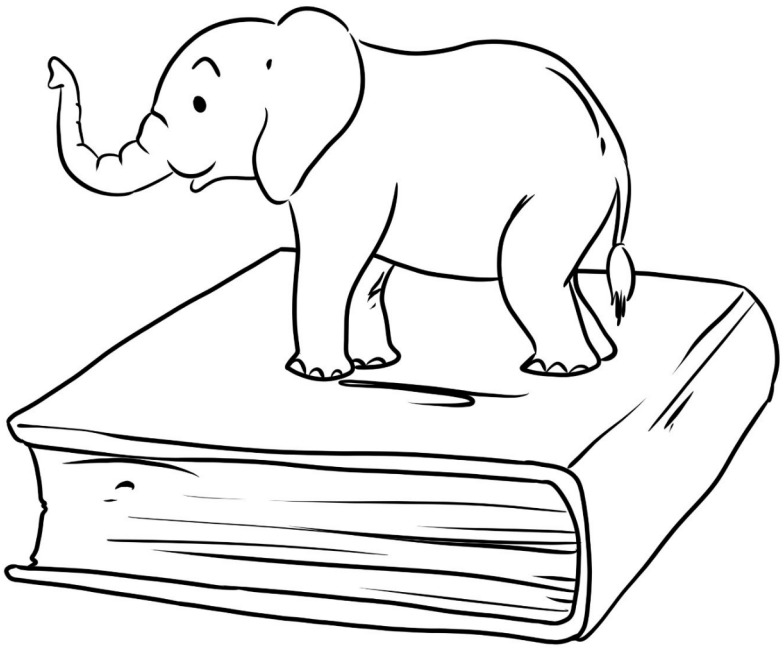
"CHANGE: QUALITATIVE > QUANTITATIVE."

"Implementing policies without a methodology will get you an F(ailure)."

"LEGISTLATION ALSO NEEDS TO BE PEER-REVIEWED."

"Some jobs, like bibliographies, are tough. Some hire others to do them. Be thankful #MigrantsAppreciation."

STEP 4 EXECUTE



RESTAURANT

STEP 1
GET INSPIRED

What creative initiative gathers a restaurant's daily business with social justice?

In 2017, Sydney restaurant Flavor launched a campaign to raise awareness of mental health issues. For a whole month, a new special sandwich was added to their menu selection: The Stigma Slammer. This move is part of a longer tradition of helping charities by alternating between new social issues every month. Parts of the profit made from the sandwich goes to a charity advocating for the cause of the month.

Restaurant looking to promote new item on menu.

Creativity
Real Life
Engagement
Virality
Promotion

Activist looking for product as a special symbol for social cause.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

R

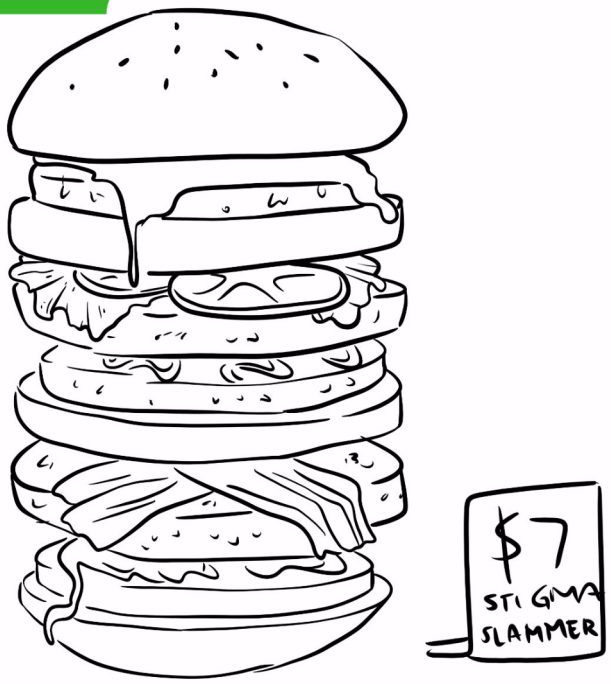
"WHERE'S THE WO(MANAGER)?"

"OUR complimentary dessert = no consent. YOUR dessert = needs consent."

"DON'T VOTE THE WAY YOU FILL OUR COMMENT CARDS."

"Donate for children's rights. You get to order your guilty pleasure. Those nuggets. From the kids' menu."

STEP 4 EXECUTE



SCHOOL TEACHER

STEP 1
GET INSPIRED

What creative initiative gathers a teacher's day-to-day school activities with political and social issues?

In 2015, Hefty launched a campaign to criticize the lack of funding of schools in the US. Pairing up photos of school teachers with witty captions, these include: "I love spending my own money on supplies" and "Budget cuts grow minds" followed by the hashtag #SaidNoSchoolEver.

School teacher looking for fun activities to engage students.

Volunteering
Impact
Value
Experience
Pedagogy

Activist looking for a group of volunteers to participate in campaign.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

S

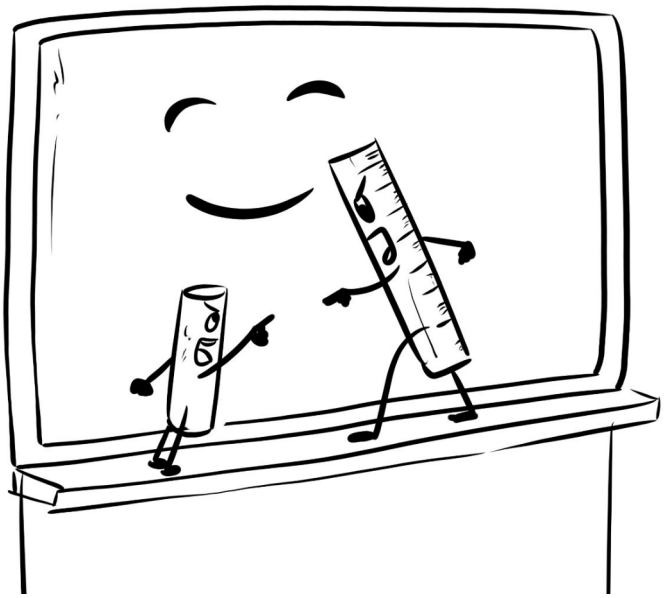
"THE ABCs OF GENDER PRONOUNS?"

"Putin is like an unruly kid you can't discipline. Teach them, don't sanction."

"DETENTION REQUIRES ATTENTION. REFORM PRISON!"

"If you cheat for your pol-sci homework, an F means failed. If you cheat as a politician, F means fired."

STEP 4 EXECUTE



SOCIAL NETWORK

STEP 1
GET INSPIRED

What creative initiative gathers a social network's desire for user engagement with social issues?

In 2015, Facebook added a new feature on its social platform that enabled users to stand in solidarity with the victims of terrorist attacks in France. The feature allowed users to upload their profile pictures with a range of filters that included the French flag. This engaging and easy-to-disseminate feature would from then on be repeatedly adopted after terrorist attacks or other human rights' violations.

Social network looking to promote its positive features.

Mission
Accessibility
Solidarity
Virality
Interactivity

Activist looking to run global solidarity campaign accessible to everyone.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

S

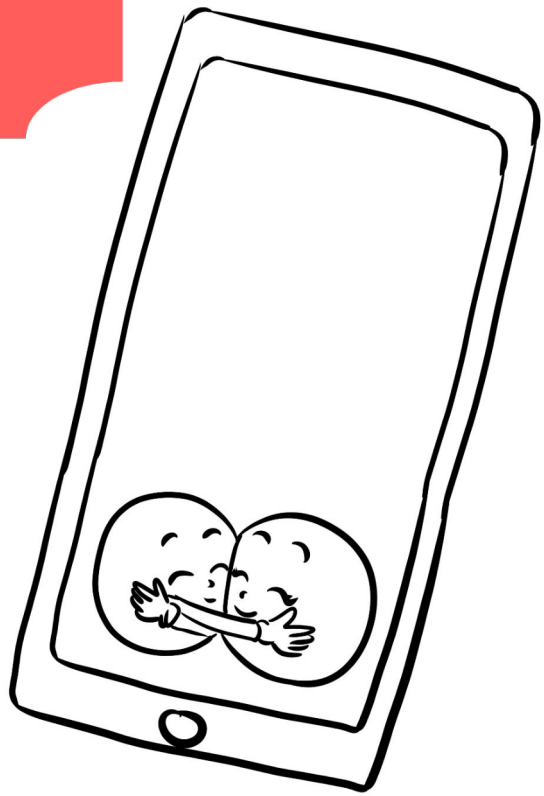
"SWIPE LEFT TO HATE."

"We designed a dislike button to fight cyberbullying. Use it, don't abuse it!"

"CLICKTIVISTS FOR CHANGE? NOT ENOUGH, BUT A START!"

"Can't find that cute panda pic you liked a while ago? Must have gone extinct, we reckon."

STEP 4 EXECUTE



TAXI

STEP 1
GET INSPIRED

What creative initiative gathers a taxi driver's usual urban routes with issues of communal importance?

In 2016, NSW and Queensland taxis roamed around Australian districts with plastered images of disappeared toddler William Tyrrell. The ubiquitous images of the missing boy hoped to catch the attention of bystanders in the streets who may have valuable information. The engagement of taxis was also linked with passengers' tendencies to small talk with cab drivers - providing a larger, more impactful forum around the disappearance of Tyrrell.

Taxi company looking to promote loyalty among riders.

Creativity
In The News
Solidarity
Virality
Respect

Activist looking to engage community over a common social cause.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

T

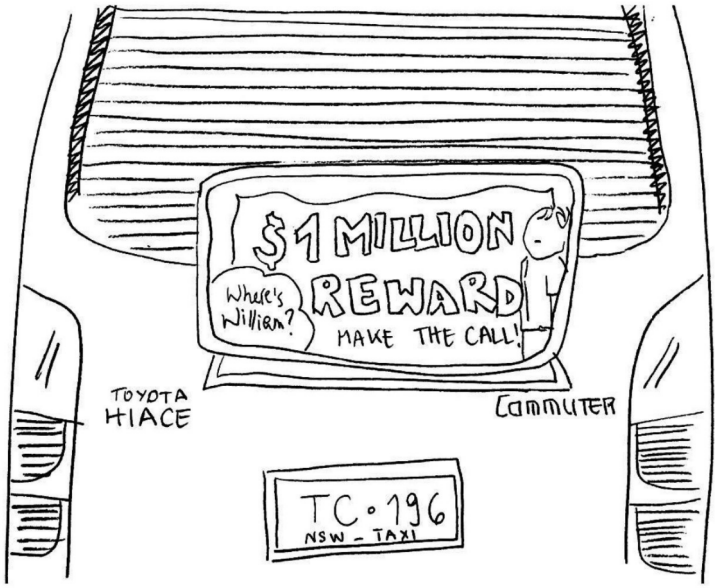
"METERED MONITORING 4 POLITICIANS."

"Expressways = tolls. But you shouldn't pay a price to get fast health services."

"YOU DON'T SHARE THINGS... BUT YOU UBER POOL?"

"Will you elect someone with as good of a vision on the road ahead as your taxi driver? Vote, vote, vote!"

STEP 4 EXECUTE



THEATRE TROUPE

STEP 1
GET INSPIRED

What creative initiative gathers activities within a theatre hall with social issues beyond?

In 2018, award-winning musical Kinky Boots supported mental health charity through a fundraising initiative. With the knowledge that audiences love catching actors after a show for chats and selfies, Kinky Boots made sure to send their cast through the crowds with big buckets for donations. What a better excuse to hug that cute actor, right?

STEP 2
ANALYZE

Theatre cast looking to boost show popularity.

Collaboration
Sociability
Engagement
Respect
Promotion

Activist looking for donations and exposure.

STEP 3: FRAME IT FOR YOUR ISSUE

T

"THEATRICALIZATION OF POLITICS"

"Gender-switching offers illumination, not impersonation."

"OUR INTERNATIONAL MISSION FOR INTERMISSION WILL BE..."

"Actors have broken the fourth wall to speak up directly about Trump's border wall project."

STEP 4 EXECUTE



TOBACCO CO.

STEP 1
GET INSPIRED

What creative initiative gathers a tobacco company's dealing with cigarettes with social issues?

In 2012, Syrian activists used cigarettes' boxes to criticize their oppressive regime. They removed the usual health warnings from the boxes and replaced them with the picture of the president - almost seeming like propaganda for the regime. Except, the caption said: The Syrian regime is a main source of cancer and heart and lung disease.

Tobacco company looking to promote new brand.

Refreshing
Creativity
Interest
Purpose
Impact

Activist looking to raise social issue among a wide audience.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

T

"BE AS DIVERSE AS OUR VAPE FLAVORS."

"Don't smoke your problems away. Solve them, and celebrate with a cigarette."

"IF ONLY NICOTINE GETS YOU OBSESSED WITH SOCIAL GOOD."

"Run your city the way you roll your cigarette. Go the extra mile. Do it with passion. Don't count on anyone else."

STEP 4 EXECUTE



TRANSLATOR

STEP 1
GET INSPIRED

What creative initiative gathers a translator's love for languages with vulnerable communities around the world?

In 2017, Tarjimly was launched. This app matches volunteer translators or bilingual speakers with refugees, who may need help with legal, medical or cultural vocabularies in the country in which they traverse or reside. The remarkable feature of this application is its flexibility. The translators can choose which day of the week, and what part of the day, they are available. Plus, thanks to the app's intelligent bot, the refugee's request arrives straight to the translator's Facebook Messenger.

Translator looking to make passion more purposeful.

Opportunity
Hobby
Mission
Volunteering
Impact

Activist looking for volunteers to participate in social campaign.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

T

"BILANGUALS MAKE AMERICA GREAT."

"Automatic translations are proof that machines can never replace humans."

"TREASONOUS WORDS?
ONLY IN TRANSLATION."

"Translators handle ambiguous statements. They are alarming if your president says them, though."

STEP 4
EXECUTE



TV SHOW

STEP 1
GET INSPIRED

What creative initiative gathers a television show's often inflexible programming with social activism and awareness?

In 1997, television show Ellen flooded media cycles in the US after its star Ellen DeGeneres came out as gay, both as a character in the show with the same name and as actress herself. This was creatively orchestrated with witty writing, such as the moment her friends, upon waiting on her to join them in the room, yelled out: "Ellen, are you coming out or not?!" and "Yeah, quit jerking us around and come out already!"

STEP 2
ANALYZE

TV show looking to promote new, 'juicier' episodes.

Content
Real Life
Entertainment
Collaboration
Respect

Activist looking to raise social issue among a wide audience.

STEP 3: FRAME IT FOR YOUR ISSUE

T

"OUR POLITICS = LONG TELENOVELA."

"Not all heroes get killed off and magically return back to the show. Protect them!"

"A WEIRD CULTURE?
YOU FORGOT THE SUBTITLES."

"Roast our characters as much as you want online. Cyberbully them. Not real, sensitive human beings."

STEP 4
EXECUTE



VETERINARIAN

STEP 1
GET INSPIRED

What creative initiative gathers a veterinarian's care for pets with political issues?

In 2015, following a lockdown in Brussels over a potential terror attack, the Belgian police requested citizens not to disclose police activity on social media in order not to inadvertently help the culprits' escape. What followed was an innovative social media scheme to distract terrorists from following the police's activities: countless users flooded the net with the hashtag #BrusselsLockdown along with cute cat pictures instead of police information.

STEP 2
ANALYZE

Vet shop looking to promote new pet care products.

New Ideas
Marketing
Purpose
Branding
Virality

Activist looking to raise social issue among a wide audience.

STEP 3: FRAME IT FOR YOUR ISSUE

V

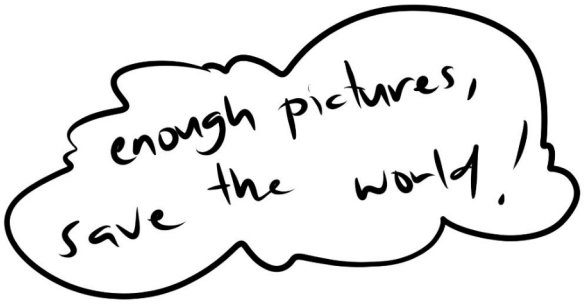
"7 CAT LIVES, 1 HUMAN LIFE. GET HELP."

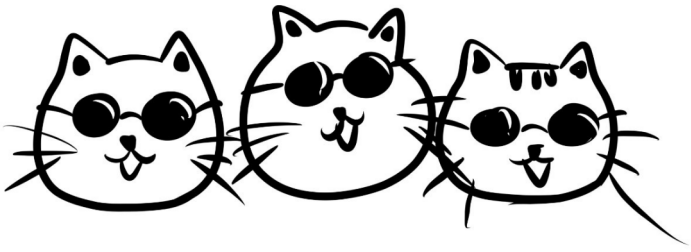
"My dog doesn't need visas to travel to places. I do, though - and I'm the owner!"

"DOG AND CAT PERSONS. THE ONLY DIFFERENCE BETWEEN US."

"Running for office is like embracing a dog's life. A treat when the job is done. Always on a tight leach."

STEP 4 EXECUTE





ZOO

STEP 1
GET INSPIRED

What creative initiative gathers a zoo's attention on animals with social issues?

In 2009, Azerbaijani activists ran a campaign to condemn their government's surreal level of corruption. A video was released on Youtube breaking the news that two donkeys were imported for tens of thousands of dollars. A spoofed press conference then interviewed men dressed in donkey costumes, who talked about how better off donkeys are in Azerbaijan than its citizens. The videos went viral internationally.

Zoo looking to promote new section within location.

Real Life
Creativity
Virality
Engagement
New Market

Activist looking for a crowded venue to host social campaign.

STEP 2
ANALYZE

STEP 3: FRAME IT FOR YOUR ISSUE

Z

"BRAVE AS A LION? SPEAK UP!"

"Gay is not natural? Our love-smitten male penguins might tell you otherwise."

"EVEN LONE WOLVES NEED TO TALK. #CALLTHEHOTLINE."

"Flocks of birds migrate all the time. Always necessary. Never by choice. Your migrants, too."

STEP 4 EXECUTE



Ready to test your creativity?

The Boumerang Game is the perfect exercise to stretch your imagination.



Rules of the game

The goal is to build the most creative social campaign ever. A global one. Something that goes viral. Kickass.

The following pages present to you playing cards. Each card describes a community member you are trying to recruit for your mission.

You must choose in advance what social cause you intend to promote and which country needs to hear your voice. This country must not be the same as the country you are based in.

For example, you may be based in New York City but you are in dismay about your local media. Instead of exposing the violent persecution of the Rohingya people in Myanmar, it seems to be more focused on the new love triangle at the Kardashians.

You must step up. DIY. Get some attention. Break the compassion fatigue. Come up with something big. Something spectacular - enough to get your local media to write a story about it.

Randomly assign yourself a card. It will introduce a problem - a set of expectations from x community member. Read them through and brainstorm ideas. Re-visit the A-Z book and apply the four steps.

Once you know how to involve x community member from the card, randomly assign yourself a new card. Now you must try to bridge both your community members into one coherent campaign.

For example, you must accommodate both the local acting group's request and the local nightclub. Both have conditions. Re-visit step 2 and 3 from the book to see how to frame both their lines of work with your issue and with each other. Maybe teenagers acting old enough in front of the bouncer is a good cue?

If you are having a hard time, you may choose one last card. You must eventually come up with a coherent campaign that involves two community members and addresses your mission creatively.

Write down your awesome campaign or present it to your peers. Even better, run the campaign. For real.

MY KICKASS IDEAS

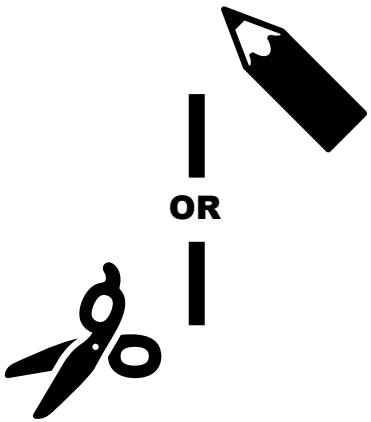
1

NIGHTCLUB



Alejandro Araujo's nightclub

You sneak into the club in the afternoon and find the owner by the bar. Though carefully listening to your explanation, confusion looms on his face. "People come here to forget these issues," he says, which brings you to suggest subtle, creative opportunities. He leaves you with the number of the night's DJ & performers.



MY KICKASS IDEAS

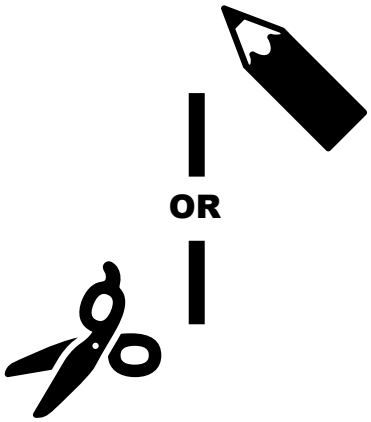
2

HOTEL



Lana Salgado's 5* hotel

The receptionist bars you from seeing the manager when you tell her you "don't belong to any human rights organization." Hopelessly, you sit by the hotel's bar when you realize the woman next to you is the hotel's owner. She agrees to support your cause tonight as long as it has "some touristic feel to it."



MY KICKASS IDEAS

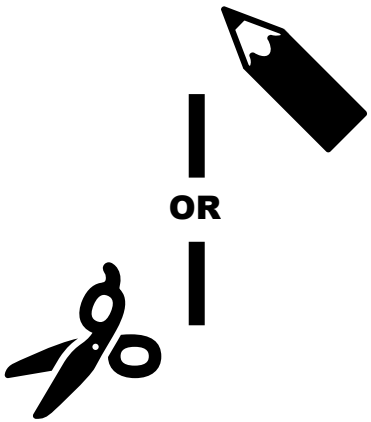
3

CONCERT



Pop star Rowanne X

Your heartfelt email to the star's publicist gets you to speak with the star. Rowanne thanks you for calling; she would love to raise your issue at tonight's concert. She asks you to think about ways she could incorporate your cause into the chorus of her album's lead song, whose title seems the most fitting, "I Can Change."



MY KICKASS IDEAS

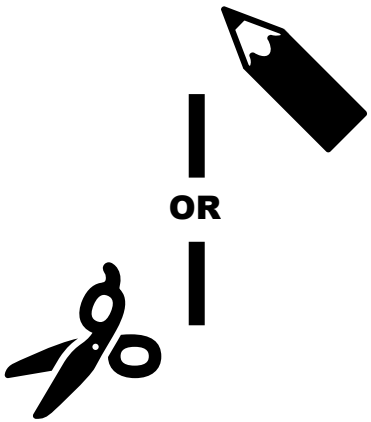
4

AIRPLANE



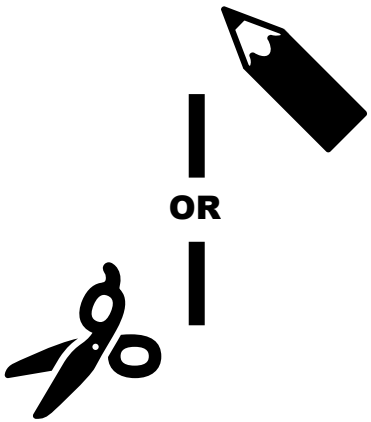
Mohamad El Abyad at CFAPLA Airline

The airline's phone operator laughs at your request before closing the line. Through a mutual friend, you reach Mohamad, who, somehow without hesitation, agrees to raise your cause on his flight tonight "as long as management doesn't hear about it." He adds, "my crew is up to help."



MY KICKASS IDEAS

5



SUMMIT



CEO Nadim Bukhari at world firms' summit

Although you had sent him an email a while ago, you finally receive an answer from Nadim, who agrees to raise your cause at tonight's summit. He asks you to a find a "smart" link between your cause and the summit's topic, "Technology in Business: AI, VR, What's Next?"

MY KICKASS IDEAS

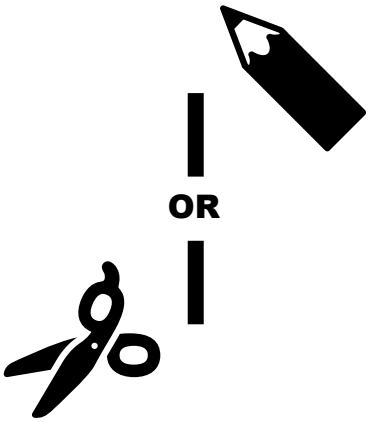
6

CELL PHONE



Intern Abebi Balewa at tech giant Comp Tel O 8

Although your friend is still an intern, you ask for help when she rants about how no one at work is giving her a chance "to prove how creative she is." She accepts to pitch the GM, but both of you need to think about a creative idea to link tonight's "scheduled phone update" with your cause.



MY KICKASS IDEAS

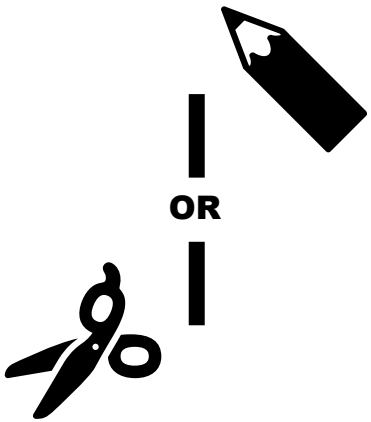
7

STADIUM



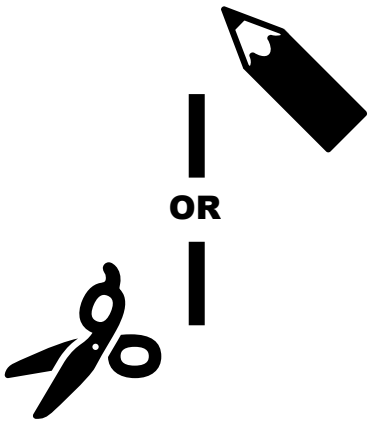
Soccer Star Khalil Mikhailov

Desperately, you trick the agent into thinking you are a journalist to speak with Khalil. Once on the phone with him, you apologize and reveal your identity. That said, Khalil agrees to raise your cause at tonight's game. He asks you to think about a gesture or move he can make "either when scoring a goal... or a foul."



MY KICKASS IDEAS

8



LITURGY



Dani Abraham's local service

Though the service you attend is not for your own faith, you manage to speak with Dani by the end. He tells you there is a big religious celebration event tonight, in which the religious leader of his community will be present. He is willing to invite you to the event if you can somehow associate your cause with the "Message of God."

MY KICKASS IDEAS

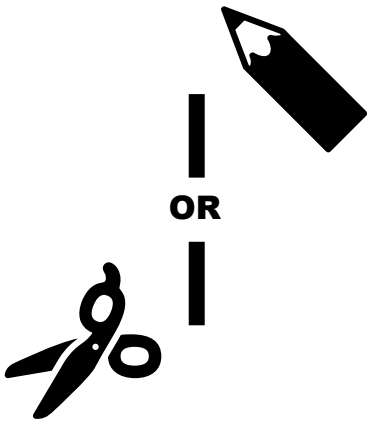
9

NEWSPAPER



Aiyana Yazzie at the Daily 7 Observer International

You find Aiyana's request for inspiration on their social account, as they finish their weekly column. The piece is about "traveling", but you are able to catch her attention with your heartfelt message. She asks you to link your cause with her piece's theme and come up with a catchy phrase.



MY KICKASS IDEAS

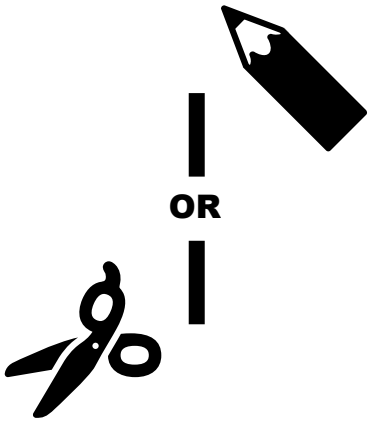
10

SOCIAL NET



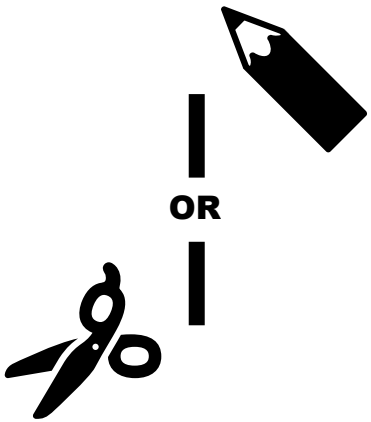
Programmer Hardik Goswani

Through a common friend, you reach Hardik, who promises you to contact his firm's marketing department. There is an unused ad slot tonight for the demographics "18 - 21 y.o." They are willing to give away the slot as long as your message would run smoothly among that age group's typical timeline content.



MY KICKASS IDEAS

11



STREAMING

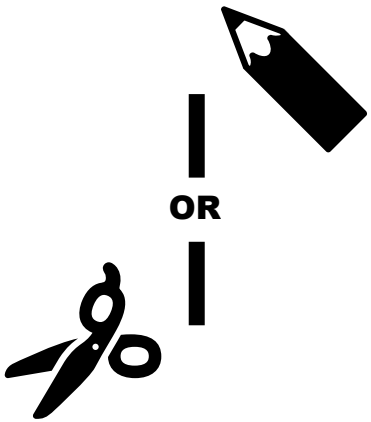


Marketing Director Aylin Bouzo

Aylin assumes you're inquiring about paid ad slots, but your moving words preserve her interest. She finds an ad slot for tonight's "horror and thrilling movies" viewers that will most likely remain unsold. She asks you to convey your message in a way that is related to the section's content.

MY KICKASS IDEAS

12



CONFERENCE



Christine Karlsonne at world academics' conference

You hesitate to contact Christine, seeing her background in literary works. You start losing hope on your campaign so you give it a try. "I'm up for it," she confirms. "But definitely help me find a good transition from tonight's topic... "Superheros, Villains and The Fictitious Gray Line."

MY KICKASS IDEAS

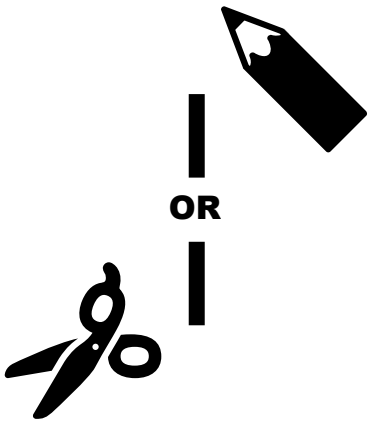
13

CINEMA



Tytus Podolski's cinema hall

You call the owner of a small cinema hall at noon. You had tried convincing more popular halls to no avail. Tytus is excited to advocate for your cause because a movie about activists is premiering tonight. He asks your intervention to "attract as many people to that film as possible."

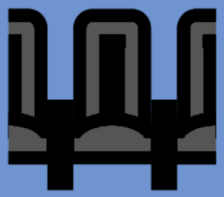


MY KICKASS IDEAS

14

OR

THEATRE



Nadine Al Atrach's play

Surfing on search engines reveals an upcoming experimental tragedy tonight about "the absurdities of mankind." The director responds to your message on their social account. She asks you to think about a smooth link to the play's theme. "Bear in mind one thing... my actors can't learn a single extra line."

MY KICKASS IDEAS

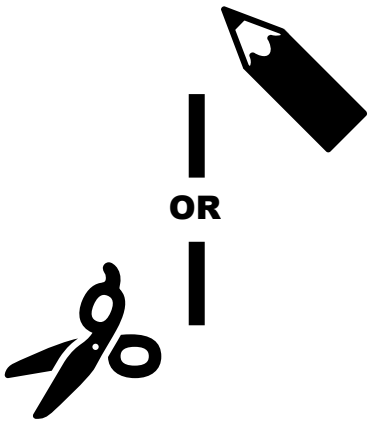
15

RETAIL STORE



Magdy Salah's retail store

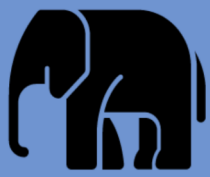
You meet the shopowner, who looks frustrated as he counts his invoices. Despite sighing as you speak, you catch Magdy's attention when you mention how spacious his store is. "You can do anything in my store," he says, grinning. "As long as you can make it less spacious." Increase the store's footfall through your campaign.



MY KICKASS IDEAS

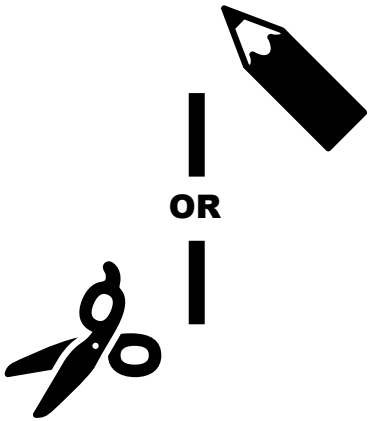
16

ZOO



Zookeeper Fetu Auva'a

No one from Management responds to your emails. You find the Zookeeper by the zoo's entrance. He gets hold of his colleagues, who, despite protocol, agree to host "any easy opportunity" to raise your cause. "Make sure to include our animals," they warn. "Positively!"



MY KICKASS IDEAS

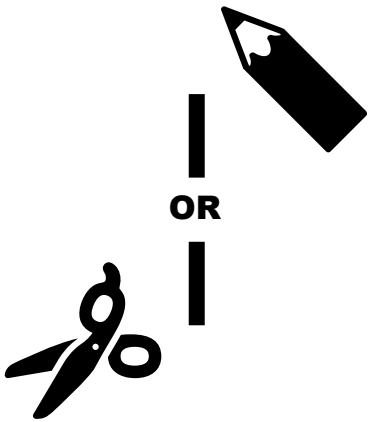
17

MUSEUM



Curator Lorenzo Fanfani

You are surprised by the curator's readiness to help. He promptly gets back to your email, inviting you to tonight's exhibition, "Human Mistakes, Human History." He asks you to creatively incorporate your cause within the theme. Because of bureaucratic issues, though, "you may not film on site."



MY KICKASS IDEAS

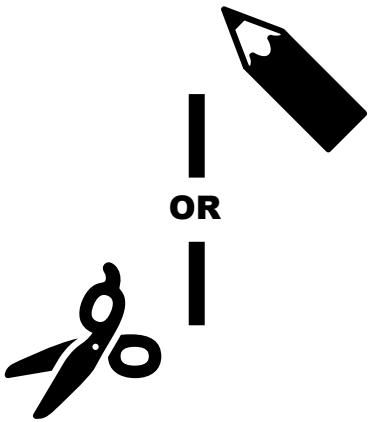
18

UNIVERSITY



Dean of Students Zoya Chikelu

After the university's Facility Manager turns down your request, you write a heartfelt letter to the Dean. To your surprise, she responds. She asks around and gets back to you with the numbers of the various club leaders, who are getting set for tonight's Student Club Fair. "Pick one that could creatively adopt your cause."



MY KICKASS IDEAS

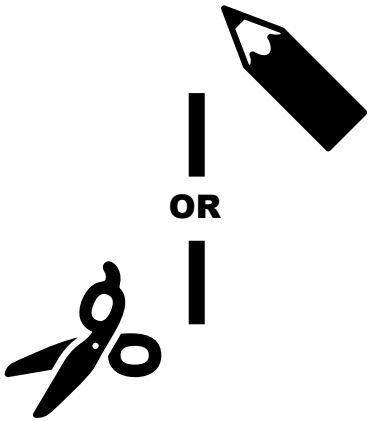
19

EMBASSY



Facility Manager Caroline Springborg

Although skeptical of her ability to help, Caroline forwards your request to the Ambassador. She dials back, saying the embassy could include your cause in tonight's Christmas gala. She asks you to "try to stick to the theme" and "keep it short."



MY KICKASS IDEAS

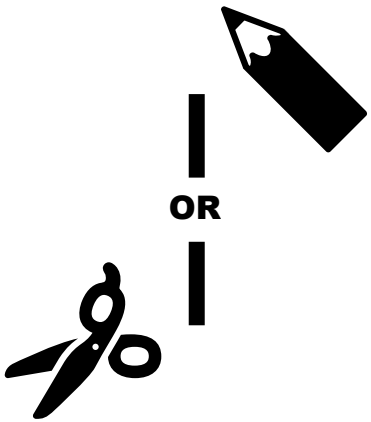
20

RESTAURANT



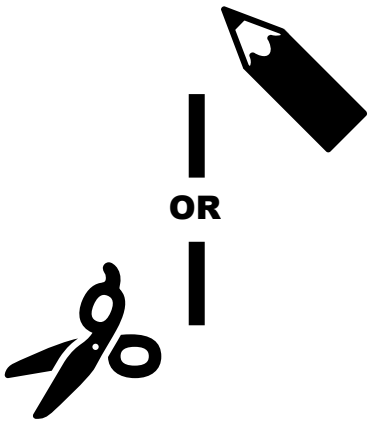
Batun Au's restaurant

Although at first uncomfortable with your unexpected arrival at his restaurant, he becomes more responsive when you tell him about your cause. Batun tells you he "doesnt mind" helping out if no monetary cost is needed. He has one extra condition, though. "What's in it for me?" Try convincing him.



MY KICKASS IDEAS

21



BOOK SIGNING



Author Jonathan Monroe's book signing event

Hosted at the local library, Monroe's bestseller is likely to attract more than five hundred people today. He is willing to incorporate your cause as long as you find a smooth way to introduce it to his audience. His book is a coming-of-age YA with multicultural characters.

MY KICKASS IDEAS

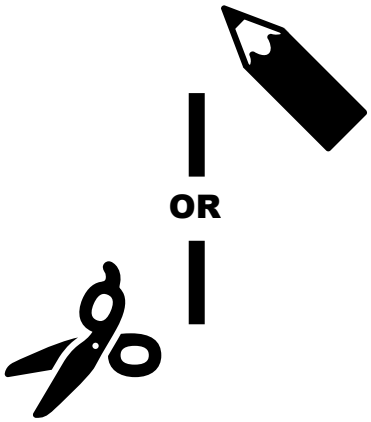
22

ASSEMBLY



Politician Imani Ekua at the National Assembly

After dialing her office all week, you finally get to speak with Imani. She agrees to raise your issue at the National Assembly meeting tonight. That said, she asks you to think about a phrase she could use to segway from tonight's topic, "Global Trade and Cooperation."



MY KICKASS IDEAS

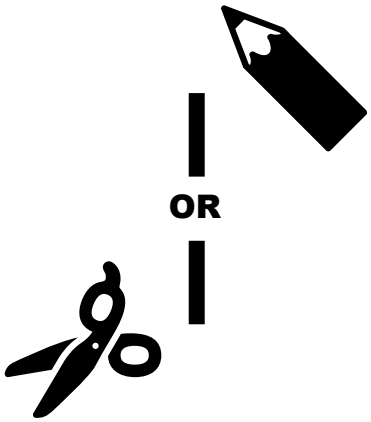
23

TALK SHOW



Agnes Müller's talk show

With an expected 300 000 viewers tonight, Müller's busy agent almost dismisses you from the studio when the TV star herself shows up. She loves your cause, but asks you to find a witty way to include it in her often humurous show. Firmly, she says: "It cannot bring my audience down!"



MY KICKASS IDEAS

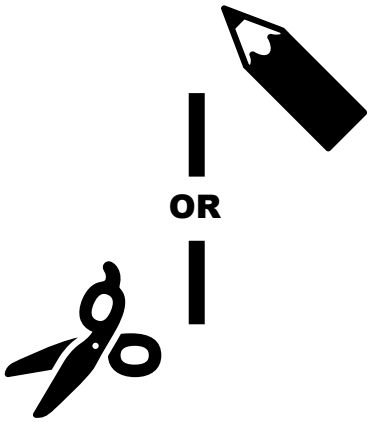
24

LAWYER



Mariam Konko, criminal law and human rights law

You learn of Mariam's pro-bono services online. Unfortunately, she is attending an important meeting tonight but she says she "could do anything via phone." She could also "send her interns," who aren't lawyers, if your campaign teaches them "how to be a good future lawyer."



MY KICKASS IDEAS

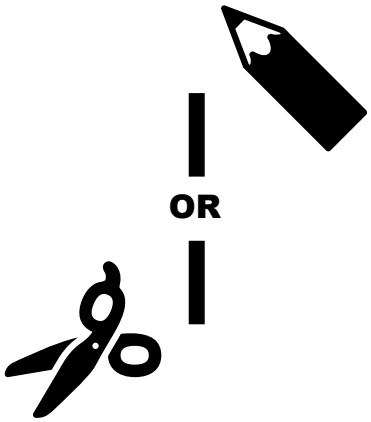
25

ACTORS



Juliette Cohen, head of drama institute

You find Juliette leading her acting team during rehearsals. She agrees to involve her crew of eleven actors in your campaign as long as their participation reflects and promotes their next show, "a comedy about a family dinner gone wrong."



MY KICKASS IDEAS

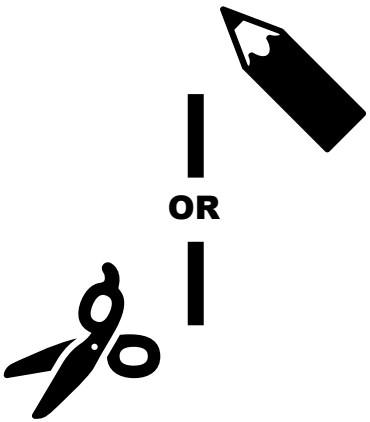
26

MEDIA STAR



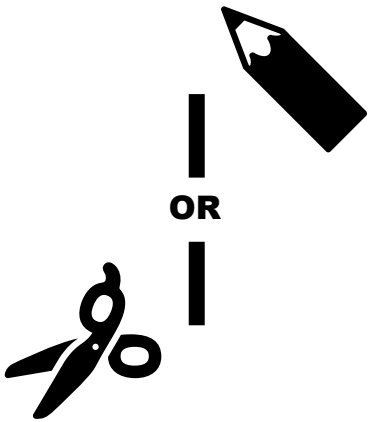
K2oH!, social media stars

After several public messages on their social media page, the group reaches out to you privately with their interest to help. They are up for mobilizing their countless followers as long as their participation also includes a sneak-peek into the group's next project, which shows their "normal and rather mundane" personal lives.



MY KICKASS IDEAS

27



FASHION LINE



Marwan Martinez's fashion brand

The brand owner's daughter overhears you explaining to the helpless store manager about your cause. She approaches you and through her, you get the owner's approval to use his products as long as "they reflect the new collection's slogan, "Dress Your Winter With Colors."

MY KICKASS IDEAS

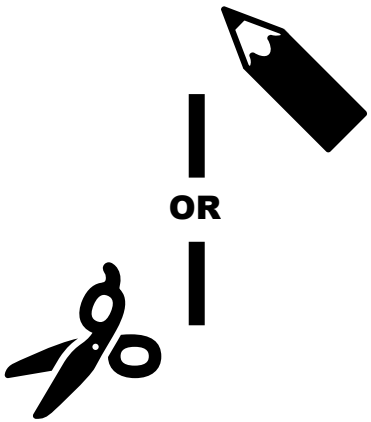
28

AMBASSADOR



Rania Assiri-Trudeau

You are stunned to hear back from the ambassador herself, whom you've mailed about your cause a while ago. She is able to leverage her connections within government and media entities, and possibly send delegates. That said, she asks that you link your campaign with the embassy's theme of the week, "Sustainibility."



MY KICKASS IDEAS

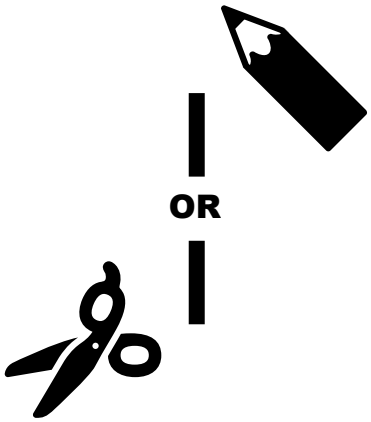
29

IT TECHNICIAN



Leona Appaqaq

You find a list of IT technicians online. Luckily, the first person you call, Leona, agrees to help out with your campaign. Though she is trying to compile a new portfolio of algorithms in her search for a new job, she is happy to help your campaign if the outcome could be added to that portfolio, which exhibits her understanding of AI.



MY KICKASS IDEAS

30

OR

FOOD CORP

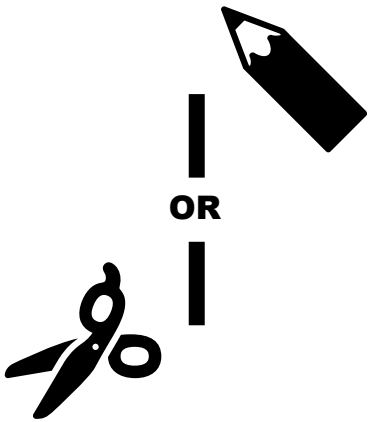


Costa Sarkissian, owner of food and beverage distribution

You learn of Costa's company by asking around at your local restaurant. The owner agrees to give away his products if your campaign involves potential customers. These must be regular buyers of food and beverage, which must be necessary for their line of business.

MY KICKASS IDEAS

31



STUDENT CLUB



Student Action LMSARA

You find the student club online. With a dozen member, they are eager to help you with your cause. Your campaign, though, should coincide with the club's purpose, which encourages university students to be engaged in local politics and municipal governance.

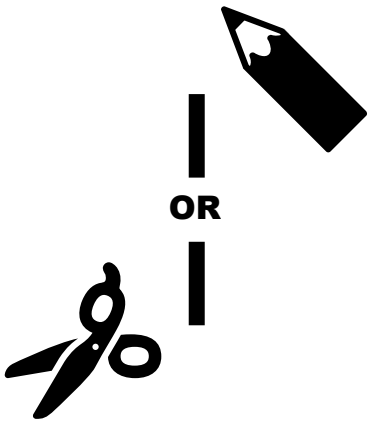
MY KICKASS IDEAS

32

TRANSLATOR

Nathan Donnelly, teacher of a language exchange class

You find Nathan on an event organized on a social app. He is happy to send his polyglot class to help with your campaign if it engages them in useful interpretive work, noting that "these kids learn a great deal from each other."



MY KICKASS IDEAS

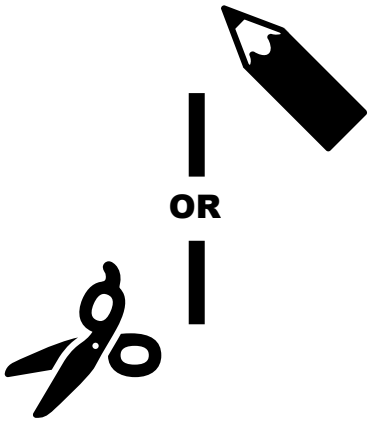
33

MUSIC BAND



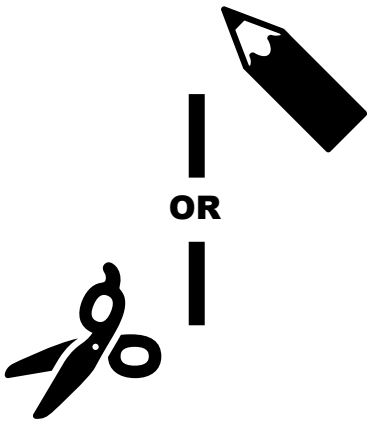
Do Re ArMI, amateur music band

You discover the band on social media and call them. They are happy to help your campaign if they are performing in front of a "significant audience" and can promote their latest single about a teenage breakup story. They could also write up a short original song for you.



MY KICKASS IDEAS

34



E-DESIGNER

Paula Degeneres, graphic designer and photo editor

Your younger cousin is taking a graphic design course. It is "finals week" so she is only able to design or edit something for you if it relates to her assignment's topic, "Making The Ugly Beautiful."

MY KICKASS IDEAS

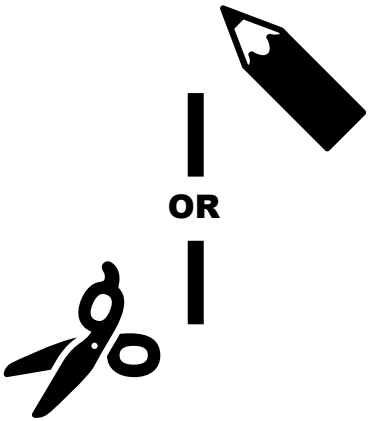
35

ARTIST



Alice Demeny, professional painter

You enter a local gallery and write the names of the artists featured in the exhibition. After three failed trials, one artist finally agrees to dedicate time for your campaign. That said, she should be able to use whatever art she is to produce for you in her next exhibition, which is about surrealism.



MY KICKASS IDEAS

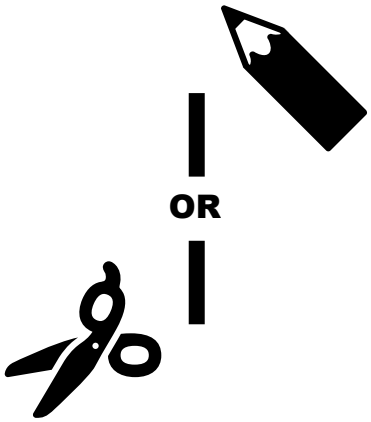
36

PHARMACIST



Zhi Ruo Chi-Chi, owner of local pharmacy

You are happy to find out that your local pharmacist is also the sole owner of the pharmacy. She is happy to provide products or services free of charge if your campaign promotes her new brand of painkillers or sunscreen to a significant audience.



MY KICKASS IDEAS

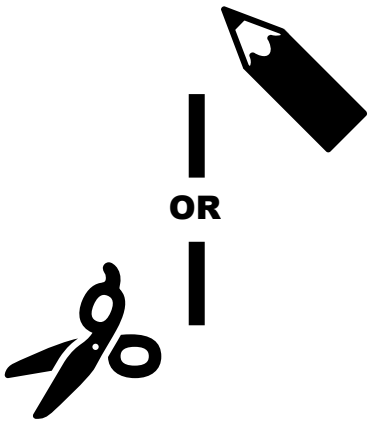
37

TEACHER



Alexei Titov, elementary school teacher

Your cousin gives you the number of his son's teacher. Alexei is immediately excited to help out your campaign. Though a math teacher, he says you have an "army of twenty fifth graders" at your disposal, but prefers their involvement to teach them "some kind of math" to please their parents.



MY KICKASS IDEAS

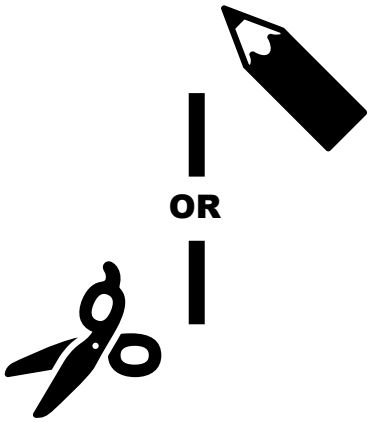
38

DOCTOR



Najla Kone, general internist

You find Najla's personal website and ring her. She has several appointments tonight but she is happy to send her five medical students to help with your campaign if you can link your cause with the role of a health worker. She is also available at her hospital if your campaign is looking for help remotely.



MY KICKASS IDEAS

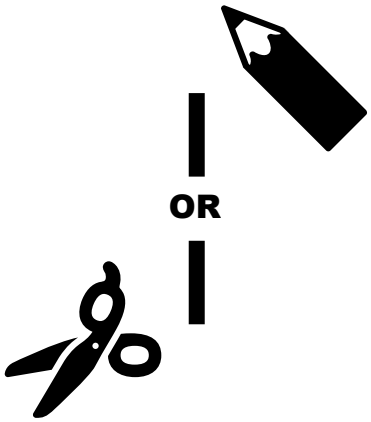
39

POLICEMAN



Vihaan Virk, local police officer

You meet Vihaan during duty hours, but he is happy to listen to you. Though he will still be on duty this evening, he is happy to contribute to your campaign from the public space at which he would be stationed. He is also able to convince his three other colleagues to join, if necessary.



MY KICKASS IDEAS

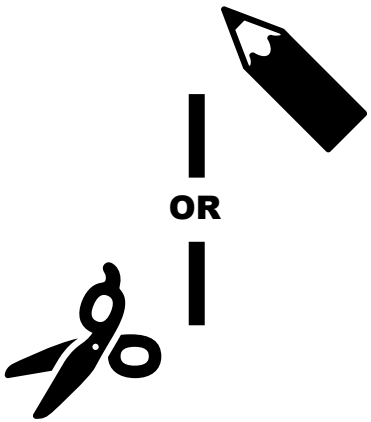
40

PHOTOGRAPHY



Jasmine Ganso

You find Jasmine's social account, where she shares her pictures as a freelance photographer. She is busy as you speak to her on the phone, assembling her portfolio for university. She is happy to take pictures for your campaign if these could also make her portfolio, which has the theme "Nature vs Civilization."



MY KICKASS IDEAS

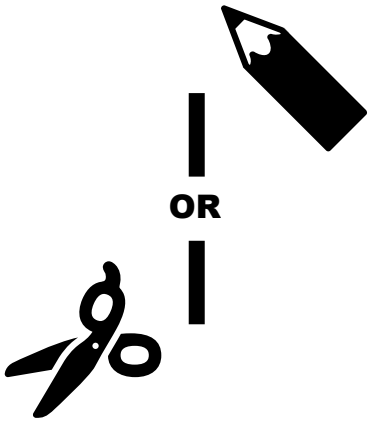
41

JOURNALIST



Aniskha Nassif

As an independent journalist, Anishka is skeptical when you tell her that you have no funds to pay for her services. That said, she is collecting interviews about her current topic "Childhood & Happiness" and she would be happy to assist your campaign if her involvement falls under that focus too.



MY KICKASS IDEAS

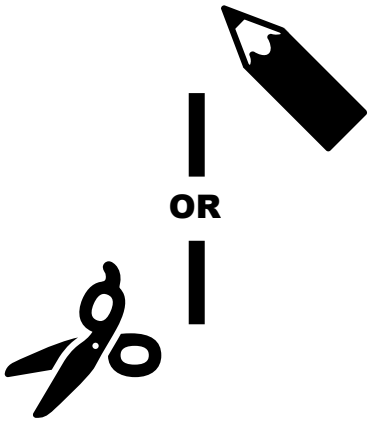
43

DANCER



Soriya Miya Say

You find a team of dancers rehearsing in your local park. You speak with Soriya, the team leader and a full-time choreographer. She agrees to participate in your campaign with her team of fifteen dancers "as long as there is a significant audience watching" and if "she could promote her crew's brand."



MY KICKASS IDEAS

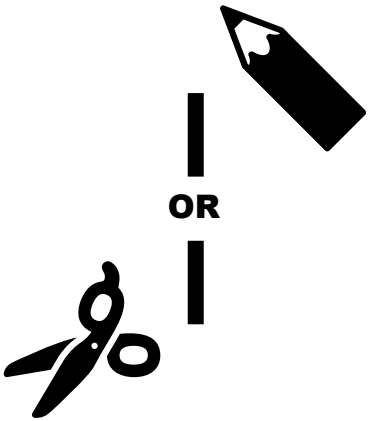
42

RESEARCHER



Rima Gonzalez, academic researcher

You contact Rima through her institution's web page. You see that her academic background includes psychology, history, and pop culture. She agrees to research for your campaign "as long as her expected findings fall under her own area of expertise."



MY KICKASS IDEAS

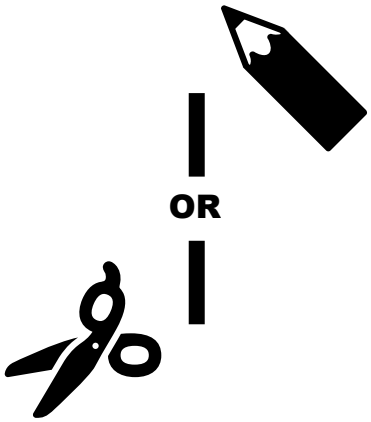
44

TAXI



Adam Ó Súilleabháin, taxi driver

Adam hears you speaking about your campaign on the phone and offers his help. You are very grateful and you explain to him the opportunity. He confirms his interest to help "as long as I don't have to drive to more than four different locations." He adds, "and not during rush hours."



MY KICKASS IDEAS

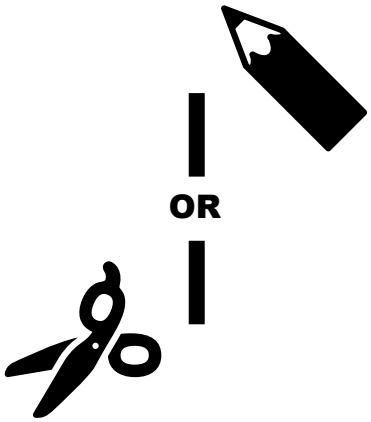
45

MAILMAN



Alex Reid, national postal worker

Alex is about to hop into his vehicle to deliver the last batch of mail this evening. You catch him at the right moment, and explain to him your cause and how he could help you. He agrees to help you out "as long as I don't have to make more than three or four additional stops."



MY KICKASS IDEAS

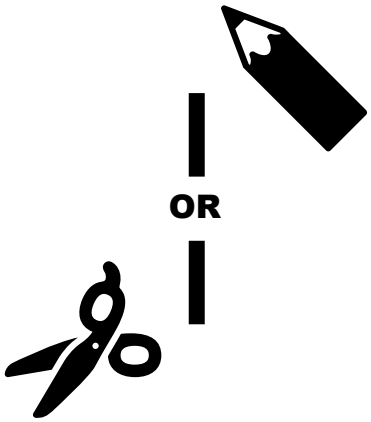
46

MERCHANT



Wissam Ricci, owner of a stationary and printing shop

You ask the local shopowner whether he is willing to sponsor your cause. You assume it is a no when you see Wissam head back into his office. He nevertheless returns with a batch of business cards. "You can use our services and products - but these should disappear too."



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Material also pulled from following non-text resources:

NowThis' video
Ellen's coming-out anniversary recap video.
Boumerang Foundation's videos.
Eric Stoner's video @ NYU talk.
Gravit Design's copyright-free designs.

And many more overheard conversations and inspiring ideas that come from the most unlikely places. The whole idea of this visual book came from a walk around Barnes & Nobles. Imagine what else needs credit? Everything. Everyone. Thank you!

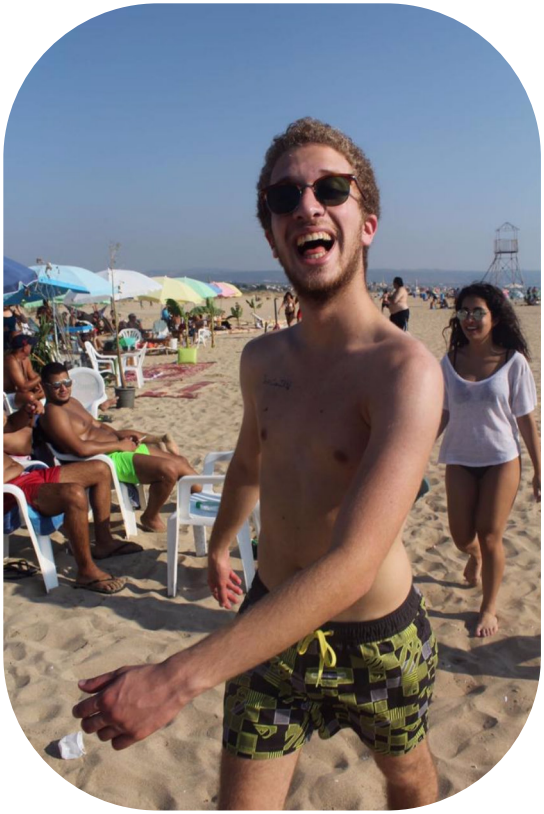
Author Bio: Rayyan Dabbous

If you've read through this book, you're not surprised that I will be breaking another convention by posting a shirtless pic instead of a tux one. Fuck the symbol of patriarchy and toxic masculinity.

When I'm writing this, I'm 21. Yes you've just received life advice from a kid who still doesn't know a hoot about life.

Anyway, a proper biography would say that Rayyan Dabbous is the author of Syrians for Sale, Lebanese Style, playwright of Up For Grabs America and director of In Search of the Last Agora.

Syrians for Sale is about global politics; may be fun - but I can't guarentee that. Up For Grabs could inspire or depress you.



In Search may be excruciatingly boring but there's Hannah Arendt's wisdom buried deep down. Also Boumerang.org is an organization I'm trying to build. Trying.

In conclusion, don't believe any bio of me out there. I don't get this much space to write them. Conclusion? Rayyan Dabbous is, well, some kid with, hopefully, a cool idea.